

Ima Z. Best

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CAREER OBJECTIVE

Utilize my proven sales techniques to launch your product in a new territory or establish dominance in your current market.

SKILLS SUMMARY HIGHLIGHTS

- Extensive experience in design, manufacturing and marketing of upstart products.
- Successful track record of growing businesses to the turnkey level by establishing sales volume, ordering and distribution processes, inventory control methods and training standards.
- Skilled business manager with vast experience in cash flow management, purchasing and inventory control, accounting and people management.
- Experience in both national and local scale.

PROFESSIONAL EXPERIENCE

Independent Marketer/Broker, Great Town, IM (19XX-Present)

My primary employment has been establishment of sales plans and staff for a variety of major manufacturers. Services have generally been on a contract basis

Clients have included:

Pacific Organics – Have spent the last four years pioneering an organic meat product with a focus market of the western states.

- Persuaded meat buyers to pay twice as much for our beef.
- Lobbied congress to establish the definition of organic for the USDA.

Redeye Pizza of Two Dot, Oklahoma – Responsible for setting up a new sales territory in southern Idaho, establishing inventory control, training and staffing the sales force.

- In three months the sales for my territory were seventh place nationally and first place in the western U.S.

Wilferd's Brokerage – This food brokerage dealt with major brands Vlasic, Friend's and VanDaBert Foods (butter, cooking oil, pastries, Fire Side hot dogs and a juice line).

- Doubled the business in six months

Missionary Foods – Was new to southern IM with its primary product being tortillas.

- Established a solid daily route in six months with twice-weekly orders and sales.
- Immediately pulled commissions in the first two weeks that continued to grow for 1-½ years.