

ALISON DIMOLA

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ACCOUNT EXECUTIVE/SALES REPRESENTATIVE

Accomplished, highly motivated sales and marketing professional with more than 20 years in sales management, business development, consultative selling, workforce planning and account management. Expertise in product promotion, innovative sales strategies, project management, and training. Strengths include organization and self-motivation, as well as maintaining corporate vision and strategies, implementing solutions, and establishing and nurturing key relationships. Seeking role with organization that values creative and analytical thinking, initiative taking, and adaptability, along with exceptional leadership, communication, and interpersonal skills.

AREAS OF EXPERTISE

- Consultative Selling
 - Workplace Planning
 - Product Promotion
 - New Business Development
 - Strategy Implementation
 - Project & Account Management
 - Analytics/ Metrics
 - Maintaining Key Relationships
 - Training & Technical Support
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PROFESSIONAL EXPERIENCE

BRAYTON | PAUL BRAYTON DESIGNS, HIGH POINT, NC

2014–PRESENT

NATIONAL SALES MANAGER, FURNITURE AND TEXTILES

- Manage performance and results of independent rep force in the US and Canada
- Hire, develop, train, motivate, manage and effectively communicate with rep partners to establish brand identity and go-to-market strategy to maximize sales results and revenue
- Triggered 48% increase in furniture and 17% increase in textiles sales from 2014 to 2015
- Strategize with Vice Presidents (VP's) in the development of furniture and textiles collections to ensure product development plans are relevant and marketable and pricing models competitive and assist in the development of roll-out campaigns, collateral materials and sampling programs
- Manage multiple projects, partnering with internal/ external teams, to refresh website design and maintain content, design marketing materials, develop sales programs, presentations and resources, and leverage trade show participation to promote company brand and generate sales
- Accountable to managing VP's to provide, for review and analysis, accurate and timely reports

PMC COMMERCIAL INTERIORS, TRIAD REGION, NC

2013–2014

ACCOUNT EXECUTIVE

- Grew PMC market share in Triad region through new business development with corporate clients, healthcare, and higher education and by creating credibility, visibility and excitement around PMC's brand
- Targeted account development, service, and sales growth in Triad region and surrounding areas
- Marketed Haworth furniture and architectural products portfolio to Architecture and Design (A+D) community to gain preferred specifications and award of commercial projects
- Generated interior furniture solutions from programming through space planning, test fits, design development, furniture specifications, order management and project installation to meet client business goals, budgets and milestones
- Fostered client relationships and consistently delivered outstanding project results exceeding clients' expectations for meeting identified personal goals and business objectives

KNOLL, INC., CHARLOTTE REGION, NC, SC, & TN

ARCHITECTURE AND DESIGN (A+D) MANAGER, 2010–2013

- Gained mind share within major A+D firms, resulting in specification and award of key projects in excess of \$2.5 million
- Planned and executed A+D sales strategy, including identifying and capturing key accounts through strategic design partnerships
- Achieved predetermined margin and revenue targets by establishing competitive market position
- Positioned and promoted Knoll workplace knowledge and appropriate solutions to develop key relationships and gain preferred specifications and project awards
- Educated architects, designers, and clients regarding products, research, and industry trends
- Generated brand excitement in the marketplace by creating and maintaining credibility and visibility

SENIOR SALES REPRESENTATIVE, 1983–2004

- Achieved average of 110% of quota annually from 2000 to 2004
- Managed all aspects of consultative selling from territory development, lead generation, and networking to needs analysis, programming, budgeting, closing, and post-sales services
- Gained market share and expanded existing customer revenue by developing and executing complex sales strategies
- Prepared efficient product marketing strategies and drove business development in collaboration with prospective clients
- Consulted as sales manager to dealer partners and managed project teams of 10–15
- Maximized growth and revenue by providing technical support and training on products, selling skills, market segmentation, vertical market development, and negotiation skills
- Effectively communicated clients' needs to CAD programmers, dealership principal and sellers, manufacturing site, trades and installation crews to meet client timelines and assure satisfaction

HBF/HBF TEXTILES, HICKORY, NC

2006–2010

CO-REPRESENTATIVE, HBF CAROLINAS

- Achieved 130% furniture goal and 118% textile goal for 2007
- Developed and executed annual sales plans and strategies to monitor market conditions, product innovations, and competitor activity
- Gained new business by adjusting sales approach to address latest market developments
- Increased sales 100% over previous year as result of revitalizing and developing under-performing sales territory
- Managed all aspects of selling from business development, lead generation, and networking to strategic planning, client relationship management, and customer service
- Increased mind share, gained specifications, developed project budgets, and secured profitable business by cultivating partnerships within A+D and dealership communities

EDUCATION & TRAINING

Bachelor of Science, Applied Science, Minor in Management, Miami University, Oxford, OH
cum laude

Strategic and Conceptual Selling, Miller Heiman
Methodologies of Personality Typing, Myers Briggs
Numerous sales-related courses

AWARDS & RECOGNITION

Recipient, Florence Knoll Award, recognizing integrity, commitment, quality, teamwork, leadership, spirit
Two-Million-Dollar Club, HBF, 2009
Representative of the Year, HBF, 2006, 2007
Ranked Top Performer, Knoll, 2000–2004, 2010–2013