

# MICHAEL BLAUGRUND

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## HOME FURNISHINGS REPRESENTATIVE

As a third generation veteran of over 25 years, I provide a unique pool of talent and commitment. My dealer base is strong and loyal. It is comprised of Buying groups, regional players and local accounts, in both the Retail and Rent to own market places.

My Sales Presentation involves communicating, verbally and nonverbally, listening, and use of Probing, and Closing techniques. Products are sold on a Feature and Benefit platform, with items being pitched based on my floor evaluation, and Probing techniques.

Through the years, I have been very successful in creating markets for new vendors, as well as expanding existing markets. My sales goals are always based on a steady, sustainable growth pattern, and as my dealers will let

you know, I'm very service orientated, and call on them regularly.

I hold a Bachelor of Science degree in Finance, from Chico State University, obtained in 1982. With this knowledge I understand the cost structure and margin requirements of my dealers.

I have a strong desire to be a part of the Sales team, and look forward to hearing from you soon.

Thank you

Michael Blaugrund

