



Daniel List

Sales Professional

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RESULTS ORIENTED | DRIVEN TO EXCEED TARGETS | DESIRE TO 'WIN' IN SALES

KNOWLEDGE BASE & SKILLS

- | | | |
|-------------------------|---|-------------------|
| ❖ Understanding markets | ❖ Retail presentation & Product Demonstration | ❖ Market research |
| ❖ Competitive analysis | ❖ Self motivated & Ambitious | ❖ Communication |
| ❖ Active listening | ❖ Sales | ❖ Time management |
| ❖ Report writing | ❖ B2B & B2C Relationship building | ❖ Goal-Oriented |
| ❖ Prospecting | | ❖ Collaboration |

CORE COMPETENCIES

- ❖ **Commercial Acumen:** Understands business practices and systems – possesses analytical, investigative and research skills – experience across a range of business functions, including customer service, sales and marketing.
- ❖ **Communication:** Excellent written, verbal and interpersonal skills – personable and friendly, able to relate well with people at all levels – builds good working relationships with clients, peers, management and key stakeholders – develops strong networks and strategic partnerships – customer-centric and client facing focus
- ❖ **Systematic & Adaptable:** Demonstrates an aptitude to apply sales processes effectively – show key skills needed for achievement of SMART goals yet adaptable - enthusiastic about refining skills – promoting oneself by keeping up to date with market shifts, consumer trends through market research and relinquishing outdated sales practices.
- ❖ **Team Player:** Works well in a team and understands what is required to make a team function effectively, actively participates in building team – promotes a positive team environment – also able to work well autonomously and independently, driven by a desire to succeed.
- ❖ **Character:** Outgoing and ambitious, approachable and dependable – proven to be reliable, confidential and trustworthy – has a determination to succeed, believes in completing tasks to the highest standards – caring and compassionate and is open to new ideas – demonstrates an excellent work ethic – going above and beyond what is required to ensure KPIs are surpassed.

CAREER SNAPSHOT

Field Sales & Merchandising Rep; Good George Brewing, 2019 - Current
Online Supervisor; Pak'nSave Westgate, 2020-2020
Wine Merchandise & Traditional Sales; Otu Wines, 2018 - 2019
Storeroom Assistant; Pak'nSave Silverdale, 2018 - 2018
Produce Assistant, Checkout Operator; Pak'nSave Albany, 2016-2017, 2011-2015

TECHNICAL

SAP | Information Systems - Cin7 | Website Development | Photoshop | IOS | Android
MS Office Suite - Advanced Excel, Word & PowerPoint | Adobe - Photoshop, Lightroom

QUALIFICATIONS & TRAINING

Bachelor of Commerce, Majoring in Marketing Management; University of Otago - Graduated 2016
Personal Development Programme, Foodstuffs North Island - Completed 2017
Ongoing Development, Through readings, online courses & business podcasts

PROFESSIONAL HISTORY

Good George Brewing (goodgeorge.co.nz)

Friends came together and decided it was time to create their craft brand, to show people what great beer can be, convert drinkers from the norm and show them how to enjoy fantastic beer & Cider.

Field Sales & Merchandising Rep

2019 - Current

Scope of Role:

- ❖ Develop specialized techniques to successfully sell and up-sell to new and existing clients.
- ❖ Generating new business through networking and cold calling with consistent pursuing.
- ❖ Managing and executing the activation of various promotional cycles across multiple banners at store level.
- ❖ Demonstration of adept communications & efficiency by managing over 150 accounts; Overseeing current accounts and continuing to prospect new business.

Otu Wines (www.otuwine.com)

Otu Wines are crowned for their unique Marlborough style vintage. Industry leaders offering distinctive wines that express their origins through the guiding hand of an expert winegrowing team.

Wine Merchandiser & Traditional Sales

2018 - 2019

Scope of Role:

- ❖ Developing an innovative approach, engrossing prospective consumers to build rapport and close sales.
- ❖ Extensive product knowledge, explaining unique selling propositions used to promote competitive advantages of Otu's portfolio.
- ❖ Undertake substantial measures to endorse the company's objectives, profitability and prestige including retail presentations and Product demonstrations in both Auckland and Marlborough.
- ❖ Growing mutually beneficial, long-term B2B relationships in traditional liquor outlets increasing company profitability

Pak'nSave (www.paknsave.co.nz)

Pak'nSave is a proudly 100% Kiwi owned and operated supermarket. Offering New Zealand's lowest food prices for grocery shoppers throughout New Zealand.

Online Supervisor - Westgate

2020 - 2020

Scope of Role:

- ❖ Directing the produce segment of online orders during Lockdown levels 4 and 3.
- ❖ Develop fruitful working relationships with staff and customers, enabling delivery of store objectives.
- ❖ Build diverse product knowledge regarding seasonality and taste profile in order to enhance sales while complementing customer experience.

Storeroom Assistant - Silverdale

2018 - 2018

Scope of Role:

- ❖ Thorough knowledge of inventory management processes and systems such as SAP.
- ❖ Maintaining fluid communication with the storeroom manager, ensuring all areas of duty are controlled and fulfilled.
- ❖ Guarantee records are completed accurately, complying to store policy within set deadlines.

FURTHER EXPERIENCE

Pak'nSave Albany, Produce Assistant, 2016-2017

Compass Group, Food & Beverage Assistant, 2016-2016

Pak'nSave Dunedin & Pak'nSave Albany; Checkout Operator, 2011 & 2016

New World; Night Fill, 2015

PERSONAL

Work Eligibility; New Zealand citizen

Sporting; Football (Takapuna 7s, Mens' 2nd Division) | Skiing (Snow & Water) | Fishing | Squash | Golf

Hobbies; Outdoors | Computing | Books | Travel | Cooking