

BERNADETTE D'EVES

EXPERIENCE

XEROX CORPORATION, Denver, Colorado

Xerox Engineering Systems Division – Versatec Products

Engineering Systems/Wide Format Specialist (1993 – 1996, 1998 – present)

Market large format engineering printers, plotters, and document management systems in a four-state region. Provide focused expertise and marketing sales support in complex sales cycles that include demonstrations, surveys, and presentations to the highest levels of corporate management. Support 35 sales representatives when their customers need wide-format products. Delivered a plan of more than \$3,000,000 in systems priced from \$5,000 to \$500,000. Responsible for maintaining dealer and rural agent channels, third-party software alliances, and close communication with service technicians to maintain market share and maximize customer satisfaction. Developed long-term relationships with major accounts in the aerospace, manufacturing, architectural, and engineering industries with national implications resulting in significant long-term revenue.

- Number 1 out of 150 worldwide and 90 nationally in 1998.
- Number 1 in Western region sales for three years.
- Achieved President's Club 90% of the time (top 10% of sales corporate-wide).
- Received the "Honorary Sales Support Quality Award" from Lucent Technologies in 1998.

High Volume Account Manager (1997)

Achieved the district's product and revenue objectives by providing system sales leadership, training, and support for seven sales representatives in a six-state region selling high-end engineering printers/plotters and electronic engineering document storage/retrieval systems. Conducted closing sales calls and plan/review sessions with the sales representatives to formulate and evaluate account management sales strategies and developmental action plans. Implemented quarterly seminars and technology symposiums for the team to improve market penetration. Utilized and leveraged key third-party alliance system solutions to meet customer requirements. Provided to top management accurate monthly, quarterly, and yearly business forecasts for the district's systems performance.

- Exceeded annual sales quota of \$15.0 million.
- Number 4 out of 14 high volume account managers nationally.

High-Volume Engineering Systems Sales Executive (1990 – 1991)

Supervised a team of seven territory sales representatives in a five-state region, delivering a plan of more than \$4.0 million in large-ticket products greater than \$75,000. Responsibilities included resource management, account maintenance, sales training, prospect development, 90-day action plans, monthly plan and review sessions, major account calls, implementation of national marketing actions, and operation reviews to senior management.

- President's Club, 1990 (top 15% nationally).
- Number 2 of 6 in volume in Midwest region.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, University of Arizona, Tucson, Arizona

BACHELOR OF SCIENCE IN ACCOUNTING, University of Arizona, Tucson, Arizona

TRAINING

XEROX: Sales Training; Quality Improvement Process; Facilitator Training; Management Studies; Solution Sales

CONTACT

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