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# SANDRA L. TABER

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## Summary

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Highly organized Sales Consultant with 20+ years of achievement and customer service to government, institution, commercial and retail customers reflecting effectiveness in cultivating, expanding and retaining profitable account relationships over long sales cycles.

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## Key Skills

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| • Friendly and cheerful                | • Customer satisfaction |
| • Account management                   | • Bids and proposals    |
| • Accomplished in relationship selling | • Communication         |
| • Presentations                        | • Problem solving       |
| • Training development                 | • Time management       |
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## Experience

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### **World Travel Holdings, Wilmington MA (2010-2013)**

#### ***Travel Agent***

Sales and service of resort and cruise vacations for 40+ top travel brands while building customer loyalty

- Discussed client requirements and provided advice on worldwide cruise destinations, shore excursions, accommodations and flights
- Confirmed bookings and notified clients of luggage, medical insurance, passport and visa requirements
- Liaison with cruise line agents
- Planned, prepared and priced itinerary for clients
- Managed successful relationships with clients which resulted in a substantial return client base
- Trained new staff members
- Serviced clients on the telephone and by email

### **GANNETT CORPORATION**

#### **The Tennessean, Nashville TN (2008)**

#### **Tallahassee Democrat, Tallahassee FL (2003-2008)**

#### ***Sales Consultant***

Developed, enhanced and sustained relationships with business advertisers, while managing select markets for a daily newspaper with a readership of 150,000+

- Rejuvenated an under-worked territory with a high density of businesses by reclaiming neglected relationships and developing new business through cold calling and responsive customer care
- Adapted to ongoing changes in products, redrawing of sales territories, transitions in departmental leadership and the corporate acquisition of a Knight-Ridder property by Gannett
- Participated in strategy meetings to maintain knowledge of new products, kickoff advertising campaigns and optimize sales for the daily newspaper, special editions and inserts
- Worked with local advertising agencies and customers to assess needs, sell solutions and act as an external partner in growing their business
- Cultivated beneficial relationships by networking with members of local business organizations

### **Sinclair Broadcasting 9WXTL Channel 27, Tallahassee FL (2003)**

#### ***Account Executive***

Rapidly acquired a working knowledge of the complex field of broadcast advertising and built a profitable client base from the ground up, while still acclimating to an unfamiliar geographic area and business community

- Performed market research on competitors to analyze demographics; prospected for new accounts by viewing ads on other stations and driving through commercial neighborhoods to mine for untapped businesses
- Identified an advertising niche by targeting businesses that catered to students and young professionals

- Initiated contact with prospective advertisers; established relationships with merchants and ad agencies
- Designed and delivered customized presentations prepared detailed proposals, negotiated contracts, approved terms and closed high percentage of deals including securing eight clients who were first-time TV advertisers
- Wrote scripts and worked closely with the technical crew and on-air talent allocating time and resources to optimize station profitability, while producing ads that captured attention and generated sales for the client

**G. Neil Company, Sunrise FL (1996-2002)**

***National Account Representative (1998-2002)***

***Major Account Representative (1997-1998)***

***Outbound Account Representative (1996-1997)***

Applied a high level of professional initiative and product knowledge that was rewarded with advancement into positions of progressive responsibility with one of the nation's leading providers of human resource products

- Readily adapted to internal change through two corporate reorganizations and differing administrative goals
- As *National Account Representative*, marketed and sold HR products such as labor law materials, forms, software, workplace safety equipment and motivational items to the top 5% accounts in the company's client base
- Utilized interpersonal expertise to establish credibility, communicating with HR officers in corporate headquarters to maintain knowledge of evolving organizational needs and promote new and existing lines
- Prepared proposals and negotiated terms; performed an array of support functions in servicing accounts which included inputting client orders, auditing accounts to confirm status and maintain a healthy cash flow
- Assisted in training new staff using job shadowing techniques to instill understanding of corporate systems and procedures; evaluated progress and provided ongoing coaching to build competencies of recent hires

**Aero Hardware and Supply, Inc., Miami Springs FL (1989-1996)**

***Senior Sales Representative (1991-1996)***

***Sales Representative (1989-1991)***

- Maintained a current knowledge of a complexity of products to effectively market and sell aerospace parts and products to government and commercial accounts throughout the United States and Europe
- Functioned as one of five sales representatives, maintaining a cohesive team environment and contributing significantly to intensive group efforts that consistently met or exceeded unit goals of \$1 million per month
- Exercised responsibility for inside and outside sales, which included traveling nationally and internationally to meet with clients in order to maintain a high level of visibility and solidify relationships in a competitive market
- Applied knowledge of purchasing and procurement procedures to develop price quotes, prepaid bid packages and craft proposals to develop new business with public and private accounts
- Served as the image of the company as its representative to industry trade shows and conferences
- Oversaw office operations and personnel in the absence of the office manager to assure operational continuity
- Participated in orienting and training all new employees in policies, procedures and customer service standards

**Savin of Florida, Miami FL (1985-1989)**

***Major Account Representative***

Recruited by the district manager and applied persuasive communication skills in selling copier supplies and rolling out new product lines to clientele comprised of government agencies, corporations and institutions.

- Leveraged innate talent for relationship marketing to build client trust and significantly increase sales revenues
- Assessed client needs, developed solutions, delivered product demonstrations and prepared proposals
- Developed skills and abilities of other staff by delivering in-house training on products and salesmanship
- Enhanced customer service and satisfaction by creating a systematic "buddy system" designating a clear chain of responsibility to assure timely response to account needs in the absence of the assigned sales representative

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**Computer Skills**

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- Skilled in operating Windows-based PCS using Internet research tools and applications
- Ability to rapidly master and accurately apply knowledge of new technologies and proprietary software