



Michael ANDERSON

SALES PLANNING MANAGER

Results-driven Sales Planning Manager with a robust background in strategic sales management and operational excellence. Expertise lies in developing innovative sales frameworks that drive revenue growth and improve market penetration. Proficient in leveraging data analytics to identify trends and inform strategic initiatives. Skilled in leading high-performing teams and fostering a results-oriented culture that emphasizes accountability and performance.

CONTACT

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SKILLS

- Strategic Sales Management
- Data Analytics
- Team Leadership
- Customer Relationship Management
- Training Development
- Performance Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION, UNIVERSITY OF
MICHIGAN**

ACHIEVEMENTS

- Received the 'Sales Excellence Award' for outstanding revenue growth in 2021.
- Implemented a new reporting system that improved data accuracy by 30%.
- Increased employee retention rates within the sales team by 15% through effective leadership.

WORK EXPERIENCE

SALES PLANNING MANAGER

Health Solutions Inc.

2020 - 2025

- Led the development and execution of a sales strategy that resulted in a 40% increase in sales revenue.
- Managed a cross-functional team to enhance collaboration between sales and marketing departments.
- Utilized advanced CRM systems to track sales performance and customer interactions.
- Conducted monthly reviews of sales metrics to identify areas for improvement and training.
- Engaged with key clients to strengthen relationships and drive repeat business.
- Presented actionable insights to the executive team to guide strategic decisions.

SENIOR SALES ANALYST

Pharma Corp.

2015 - 2020

- Analyzed sales data to support strategic planning and operational decisions.
- Developed training resources for sales staff that improved product knowledge and selling techniques.
- Assisted in the launch of new products through market research and competitive analysis.
- Collaborated with finance to ensure accurate sales forecasting and budgeting.
- Created detailed reports on sales performance for internal stakeholders.
- Facilitated quarterly workshops to enhance team performance and cohesion.