Rodd Proefrock

**243 North Main st. • Warsaw, NY 14569**

**585-322-5312**

**Objective**

High energy and self–motivated professional with exceptional sales ability desires a long term commitment to a growth company in a role that offers chance for advancement.

**Summary of Impact Performance**

* Recognized for outstanding sales skills and strong relationship building.
* Proven track record in developing, managing, and mentoring employees.
* Highly organized and efficient in a fast paced, detailed-oriented environment.
* Excellent communication skills with strong analytical and problem solving ability.
* Strong management skills resulting in attaining corporate goals and profitable results.

**Professional Experience**

**General Security Inc.,** Rochester, NY 2005 – pres.

**Regional Sales Manager, Sales Representative**

Accountable for 3 District Managers, 20 Sales Representatives and 23 Telemarketing Reps. Responsible for direct and indirect channels for sales generation. Assist Managers in recruiting and interviewing all personnel. Train and coach all new Sales Reps and Sales Managers. Control and implement marketing strategies for region. Hold and monitor weekly conference calls for all Managers. Hold monthly Manager meetings. Mentor and motivate in fast-paced sales environment.

***Achievements:***

* Tripled production first month of employment for two Districts.
* Increased monthly revenue by 100% through implementation of direct sales force.

**Charter One Bank/ Citizens Bank,** Rochester, NY 2004 - 2005

**Business Development Officer**

Successfully created and maintained Business Client Base throughout Western Rochester and Southern Tier of NY. Responsible for Internal and External Relationship Management. Assist clients in the lending process from beginning to close. Work closely with Accountants, CPA’s, and Attorneys to obtain a mutual client base. Help clients maximize their funds through Charter One / Citizens Banking products. i.e. Money Market Accounts, Savings Accounts, Business Checking Accounts, IOLTA Accounts.

***Achievements:***

* Created and maintained relationships with CEO’s, Pres., VP’s of small to large Corporations.
* Cross sold from Business Products to Personal Banking Products.
* Achieved #1 in NYS for Business Checking

**IR Systems Inc./Xcell Wireless Inc.,** Warsaw, NY 2003 - 2004

**Direct Rep. Manager**

Direct & Indirect sales of Verizon Wireless communications, Satellite, and Security. Created and maintained client base in Western NY. Coached and Trained 8 area direct sales reps.

**Sensor One Security (ADT Dealer)**, Rochester, NY 1999 - 2003

**Regional Sales Manager, District Sales Manager, Sales Representative**

Recruited, coached, motivated and personally sold on a daily basis. Managed 3 District Managers, 2 Sales Managers, and 25 Direct Sales Reps in NY. Conducted training seminars for all sales and management staff. Responsible for P&L as Regional SM. Doubled revenues by selling to better quality end users. Tripled extra equipment sales by implementing professional sales training course. Expanded sales force from 5 –15 in one month, increasing revenues. Developed excellence in Sales Training Course as Sales Rep. Prospected B2B and Residential door to door as Sales Rep.

***Achievements:***

* Implemented training course for new recruits — speeding productivity.
* Increased regional sales from $1.6 million to 2.5 million.
* Became #1 Residential Security Company in WNY.
* Placed #1 in overall sales every month as Manager.
* Top 3% as Sales Rep every month.

**Education**

Attended Genesee Community College, Batavia, NY

Completed Sales Seminars and Training Courses:

Brain Tracy, Jim Rohn, Zig Ziglar, Les Brown, Tony Robbins and Dale Carnegie.