



Mercy Hale Silverton

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Sales Training Manager

- ♦ Corporate Sales Training
 - ♦ Product Training
 - ♦ Curriculum Development

"Mercy is an extremely dedicated, passionate leader who is genuinely interested in the success of her associates. Her work is impeccable. I would recommend Mercy to any company interested in hiring top talent." ~ Richard Bennett
Site Executive, SVP, Financial Institution

Results-focused leader and trainer with 15+ years of demonstrated corporate loyalty and profitability. Talent in design, development, and roll-out of training programs for dynamic inside sales and customer service teams. Skilled in stabilizing environment to increase profits, productivity, and morale. Expert communicator and presenter with focus on deepening relationships.

Relevant Expertise

Create a Learning Culture
Create Strategy
Implement Training
Manage Training Schedules
Measure Effectiveness
Communicate Results

Assess Current Training Programs
Performance Needs Analysis
Performance Gap Analysis
Design Support Documentation
Develop and Manage Rollout Strategy
Direct Sales / Outbound Phone Channels

Manage Deliverables
Manage Call Center
Teach Sales Techniques
Design Training Content
Train-the-Trainer Content
Use Microsoft Office Suite

Professional Experience

Speech Technologies Company, City, State

Month Year to Month Year

Creator of treatment for people with speech / communication disorders; 4 key employees.

Regional Account Manager (Contract)

Hired to determine competition, pricing, packaging, and target market; roll out, sell, present, and track product. Created all sales material and training curriculum. Trained company owners to find, maintain, and grow clientele. Made presentations to parents as well as clinicians at schools, universities, and hospitals in northern California.

- ♦ Created tracking system for leads, clients, calls, appointments, presentations, and sales.
- ♦ Discovered assumed target was actually competition and shifted focus of marketing.
- ♦ Rewarded with additional compensation for completing tasks 1 month early.
- ♦ Built sales from ground up; increased market share, public interest, and respect of medical community.

Technology Giant, City, State

Month Year to Month Year

Global leader in business process and document management; \$22B sales; ~ 133,500 employees

Regional Account Manager (Contract)

Hired to manage change in culture, training, and sales process of acquired company. Formalized process for sales training, human resources, and new hire on-boarding.

- ♦ Turned around employee morale issues created by acquisition by demonstrating motivation for learning industry standards, increasing knowledge, and using vast array of top-of-the-line products.
- ♦ Broke regional record with first sale generating revenue of \$200K+ for Silicon Valley.

"Mercy is a talented leader and salesperson, skilled at recognizing and cultivating talent, as well as effectively coaching her teams to perform at optimal level. Mercy is always willing to jump in and help those around her, always displaying her winning attitude. It was a pleasure to work with Mercy."

~ Aaron Kope, Vice President / Premier Market Manager, Financial / Investment Institution

Financial Institution, City, State

Month Year to Month Year

Brokerage / retirement services, financial advice; 288,000 employees, \$34M revenue.

Acting Market Manager, Global Wealth & Investments Management, Month Year to Month Year

Only manager to maintain book of business (valued at \$50B+). Exceeded sales goals while coaching and developing existing client managers and financial specialists. Handled HR duties including recruiting, evaluating resumes, interviewing, reviewing performance, disciplining, laying off, approving leaves, and expediting transitions during closure.

- ♦ Promoted to Acting Market Manager while continuing with call center training projects.
- ♦ Spearheaded national rollout of mortgage training program.
- ♦ Rewarded with starring role in company training video.
- ♦ Voted best peer coach among 100 employees, 5 managers, and site executive.
- ♦ Earned Top Performer awards: Q4 Best Peer Coach., Q4 Investment Referrals, Q3 MVP.

Assistant VP Client Manager, Premier Banking and Investments, Month Year to Month Year

Hired to build out Customer Relationship Center, including recruiting, interviewing, hiring, and team building for five 10-person teams.

- ♦ Improved team acumen and skills ~ 85% in all business lines by initiating and enforcing formal call center training requirements. Requested to train 100 employees on site, 150 employees at two other sites, and ultimately entire nationwide call center sales force.

Assistant VP, Training & Development, Investments, Month Year to Month Year

Pioneered high-impact sales training for upper-level leadership and staff in City, State.

- ♦ Saved thousands by rolling out first program specifically designed for online training of call center sales personnel.
- ♦ Improved performance of ~ 3,600 brokers / district managers by facilitating quarterly seminars on sales, marketing, products, regulatory changes, and corporate policies.
- ♦ Standardized sales processes by certifying sales force in Intranet-based software.

Home Mortgage Company, City, State

Month Year to Month Year

For-profit mortgage lender with 40 local employees, corporate annual sales of ~\$500M.

Branch Manager

Promoted from Loan Officer to manage call center branch of 12 employees conducting U.S. phone sales. Moved desk to floor with staff to provide on-the-spot training. Led by example, helping with difficult loans and clients. Brought loan officers into policy compliance by stopping loan outsourcing. Provided staffing, human resources, and client services. Obtained licenses to lend in 3 states.

- ♦ Improved branch production 400% in two years through restructuring and training.
- ♦ Converted non-performing branch into top third of 30 in nation.
- ♦ Led branch to rank of No. 1 revenue generator in nation for four consecutive months.

Education

Community College, City, State, General Education

Professional Development

- ♦ Advanced Project Management, University, City, State, APM Month Year.
- ♦ Six Sigma Sales Training and Toast Masters, Bank of America, Month Year.
- ♦ Securities Licenses 6, 63, Financial Industry Regulatory Authority, Month Year.
- ♦ Certificate, Market Analysis & Compliance, Institute of Finance, City, State Month Year.

Community Involvement

- ♦ Volunteer food / clothing distributor, Shelter, monthly Year to present.
- ♦ Leader, Ministries, co-organized curriculum, presentations, and projects, for 50-member group, City, State, Month Year to Month Year.