

LORI KNIPE

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Summary

Results-driven Area Sales Manager known for high productivity and efficient task completion. Possess key specialized skills in strategic planning, market analysis, and team leadership. Excel in communication, problem-solving, and adaptability, ensuring seamless operations and strong team dynamics to achieve sales targets. Accomplished Sales Manager offering high performance leading development and implementation of superior sales strategy. Proven track record of identifying and creating profitable business opportunities, qualifying authentic prospects and cultivating strong partnerships. Demonstrated expertise in team leadership and development.

Skills

- Consultative and relationship selling
- Contract Review
- Competitor tracking
- Market and competitive analysis
- Sales Training
- Contract Negotiation
- Relationship Building
- Closing strategies
- Sales team supervision
- Leads Prospecting
- Sales Tracking
- Account Monitoring
- Sales Presentations

Experience

Area Sales Manager | Block22 LLC - Boise, ID | 12/2014 - Current

- Planned, developed and implemented sales strategies in an assigned region.
- Developed pricing policies and negotiated contracts with customers.
- Analyzed sales data to determine areas of improvement for the organization.
- Developed market segment by developing personal relationships with clients
- Increase assigned market segments year over year
- Highly proficient in sales, management, communication
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Assistant Store Manager | Williams-Sonoma - Boise, ID | 01/2013 - 12/2014

- Managed the day-to-day operations of the store, including customer service, inventory management and staff scheduling.
- Monitored sales activities to ensure that customers receive satisfactory service and quality goods.
- Supervised a team of employees and provided ongoing training to ensure high levels of customer satisfaction.
- Maintained accurate records of all transactions, stock levels and employee performance metrics.
- Resolved customer complaints in a timely manner and addressed any issues that may arise during store hours.
- Ensured compliance with all safety regulations throughout the store premises.
- Collaborated with other departments within the organization to coordinate promotions, events, and special projects.
- Provided leadership support during peak business hours by motivating staff members to meet targets.
- Oversaw daily cash handling procedures, reconciling discrepancies as necessary.
- Assisted in recruiting efforts by interviewing candidates for open positions in the store.
- Completed frequent walk-throughs and directed team members to correct issues impacting store appearance or professionalism.
- Provided mentorship for employees to generate sales, promote effective upselling and cross-sell to improve retail

productivity.

- Led teams in planning, implementation and execution of merchandising and operating initiatives to streamline business effectiveness.

Sales Manager | Owyhee Plaza Hotel - Boise , ID | 06/1998 - 01/2013

- Established relationships with key clients, while maintaining existing customer base.
- Created and presented monthly reports to management on sales performance.
- Monitored industry trends and competitor activities to stay ahead of the competition.
- Trained, coached, and mentored junior sales personnel to ensure success in their roles.
- Organized trade shows and other events as a means of increasing visibility in the marketplace.
- Developed pricing strategies that would maximize profits while still remaining competitive in the market.

Education and Training

Arizona State University | Tempe, AZ | 05/1988

Bachelor of Science: Organizational Communications

Activities and Honors

- Past President and SIUSA Representative Skal USA 2014- Present
- Member Boise Valley Economic Partnership
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