

## **CURRICULUM VITAE** (if you want!)

### **Frederick Bloggs**

#### **Personal Details**

**Address** 1A The Street  
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**Date of Birth** 12.9.68

**Marital Status** Married, three children

**Nationality** British

**Drivers Licence** May or may not be relevant

**Interests** Family, Squash, Football and Music ( Safe! )

**Education** Secondary - Number of "A" Levels  
- Number of "O" Levels  
University - Qualification and grade  
eg: - BSc (Hons) Computing

**Training** List any courses that are relevant to the job you are applying for. Dates, who the course was run by, and the course title

**Technical Summary** If you are in a technical job (Programmer, CAD Draughtsman, Engineer etc.) put your technical summary, in a relevant order, here.

**Experience** As per section on Career History

**June 2003 - Present**  
**Crustie Socke plc**  
**Sales Manager**

Crustie Socke are the largest manufacturer of novelty socks in Europe. Having started trading in 1990 with just two lines of socks, the company is now a major multinational trading company with over 350 different lines including, as well as socks - ties, underwear and handkerchiefs.

As Sales Manager of the U.K Southern Area, I was responsible for all sales within that area. I have seven sales people on direct report, with the motivation and management of the sales force being a major part of my role. I firmly believe in motivation through leading by example, development of a positive attitude and goal setting. I am also responsible for sales at a number of key accounts. Business from these particular accounts has risen 58% during my three years in charge.

My management skill is reflected by the fact that staff turnover in the Area has fallen from 37% to zero during the last three years. During that time the Area has achieved a year on year increase in sales of at least 25%. When I took over the Area, annual profitability was running at £64,000. 2006 profitability was £369,000. This was achieved by setting more meaningful targets, better motivation and training of the sales force and implementing a tighter territory calling pattern. I also specifically targeted a number of major clients, each of which resulted in business within 6 months of their being targeted.

The Sales Director of Crustie Socke has said that Southern Area is to be made the model of how an Area within Crustie Socke should be run. I have been asked to undertake a special project which will see my methods implemented throughout the company. The implementation is now nearing completion, and sales have already risen by 33% throughout the rest of the company.

**January 1999 - May 2003**  
**Top Computers Ltd**  
**Senior Salesman**

I joined Top Computers as a trainee salesman. As a trainee I was put through a number of courses on salesmanship and the company's range of products. I quickly established myself, being the top newcomer in 1999.

I did this through learning my products thoroughly and establishing a structured calling pattern for my territory. Top Computers sell a range of home based PC's to both dealers and the public direct. Having become technically aware, I was able to quickly ascertain both dealers and end users needs, and sell to them accordingly. I firmly believe that you should treat all customers with respect, and if you always do what is right for the customer, they will come back for more.

By implementing this strategy, my sales in 1999 were over £1 million, the highest ever for a newcomer to Top Computers. By 2002 I had been promoted to senior salesperson. In an area that I had established from a starting turnover of less than £0.5 million, I attained sales of £3.4 million, with a profitability of over £1.2 million.

In my final years with Top Computers, I was asked to become involved in the Company induction program and regularly related my personal success story at induction courses. I found this most rewarding and enjoyed helping new recruits in their induction process.