

JENNIFER B. McLAIN

2940 Century Oaks Lane, Columbus, OH 45342 • Cell: (513) 222-2345 • Email: jennymac@gmail.com

June 23, 2010

Deborah E. Johnson
VP Sales & Marketing
Sheakley HR
1 Sheakley Way
Cincinnati, OH 45226

Dear Ms. Johnson:

Please accept the enclosed resume as application for the Director of Sales position with Sheakley HR. I offer a unique combination of visionary sales leadership experience that correlates directly with needs of your organization. I have direct experience successfully increasing demand for services, elevating my current organization's reputation, and elevating sales force performance.

Most notably, my background includes:

- Five years of experience as the **Regional Sales Manager**, during which time, I turned around the region and repositioned it from last place to first place. My team increased revenues to more than \$40 million, and they are still growing.
- I offer hands on experience **leading a vision of professional excellence**, hiring the best talent, driving leadership development, and implementing culture-changing initiatives that produce bottom-line results.
- My seven years of experience as an **Account Executive** also positions me to refine sales strategy, select effective sales tools, and employee superior customer service strategies. Working directly with our B2B clients on a daily basis provided me with the experience I needed to move to the next level, make an immediate impact, and lead by example.

I am seeking an opportunity to grow with an aggressive organization with an eye to the future. Your company, Sheakley HR, appears to have growth goals that match my career long-term goals and abilities perfectly. I would welcome the opportunity to discuss the position in person. Please call me at (513) 222-2345 to schedule a personal interview.

Sincerely,

Jennifer B. McLain

enclosure

JENNIFER B. McLAIN

Cell: (513) 222-2345 • Email: jennymac@gmail.com
2940 Century Oaks Lane, Cincinnati, OH 45242

SENIOR-LEVEL SALES MANAGER

Leader • Competitor • Motivator • Mentor • Winner

Performance-driven Sales Leader with an impeccable record of success in driving poor-performing regions and territories from last to first place in profits, sales volume, and customer service. Talent for communicating vision and aligning team and individual efforts toward common goals.

CAREER HIGHLIGHTS

- Attained a 97% CSI (Customer Satisfaction Index) while leading a last-place regional team from #27 to #1,
- Established company as a preferred vendor using best practices in a marquee region.
- Built and managed company's largest books of business on territorial, regional, and divisional levels.
- Designed and implemented training initiatives that led directly to performance improvements.

SALES AWARDS

- **President's Club (100% team attainment)**, Universal Group, 2008
- **Account Executive of the Year** (#1 AE Nationally), Universal Group, 2003
- **President's Club**, Universal Group, 4 years
- **Top Gun Award**, Universal Group, 3 years

EXPERIENCE & ACHIEVEMENTS

Universal Group, Houston, TX 1997 to Present
Largest property and casualty insurance company serving retail auto dealers nationwide.

REGIONAL SALES MANAGER, Cincinnati, OH (2005 to Present)

Challenge: Take command of the company's worst-performing sales region, Ohio. Implement a strategic growth plan aimed at increasing profitability and sales volume.

Actions:

- Envisioned, communicated, and employed 4 culture-changing benchmarks: Professional Excellence, World-Class Talent, Leadership Development, and Premier Office Status.
- Lead the team with laser focus on new client development, current client service, and use of client satisfaction feedback to improve performance.

Results:

- Moved the Ohio Region from last to **#1 in national sales volume**.
- Built and managed a **\$40M book of business**.
- Attained **#1-ranking 97% CSI** (Customer Satisfaction Index) and a **70% market share**.
- Increased volume of **P&C (Property and Casualty) by 50%—\$18M to \$27M—and F&I (Finance and Insurance) by 800%**.
- Endorsed by the Ohio Auto Dealers Association (OADA) as a **preferred vendor for F&I products, service, and training**.
- Recognized for the Universal Group sales system as a **best practice for all OADA dealerships**.

Region Team awards and accomplishments:

- **President's Club (100% team attainment)**, 2008
- **President's Club, 24 individual awards since 2005** against 0 in 4 prior years
- **1 Direct Report promoted**, and 3 Direct Reports considered for promotion

JENNIFER B. McLAIN

2940 Century Oaks Lane, Columbus, OH 45342 • Cell: (513) 222-2345 • Email: jennymac@gmail.com

Page 2

ACCOUNT EXECUTIVE, Denver, CO (1997 to 2004)

Challenge: Turn a woefully underperforming sales territory into a winner.

Action:

- Developed a vision for success, employing superior sales skills, customer service strategies, and business development goals to take the territory to #1 in the Western Division.

Results:

- Built and managed the **largest book of business among 40 AEs** in the Western Region.
- Increased volume of **P&C from \$1.5M to \$7M+** and **F&I from \$200K to \$3.5M**.

Territory individual accomplishments:

- Recognized as the “**Account Executive of the Year**” in 2003, **#1 AE in the nation**.
- **Participated in the National AE Training Program**—trained, mentored, and improved performance of new hire AEs.
- Served as **a member of a company-wide task force** charged with aligning sales compensation with company objectives. The realigned incentives resulted in no cost increase, but rewarded the top sales performers at a higher dollar level.
- Acted as **a team member to develop** the Company’s P&C Sales Training Program.

EDUCATION & PROFESSIONAL CERTIFICATIONS

- **B.S., Economics**, The Ohio State University, 1997
- **CPCU (Chartered Property Causality Underwriter)**, 5 of 8 courses completed
- **AFIP Certified**, Association of Finance & Insurance Professionals, 1999

JENNIFER B. McLAIN

2940 Century Oaks Lane, Columbus, OH 45342 • Cell: (513) 222-2345 • Email: jennymac@gmail.com

June 29, 2010

Deborah E. Johnson
VP Sales & Marketing
Sheakley HR
1 Sheakley Way
Cincinnati, OH 45226

Dear Debbie:

I have just returned from Cincinnati and wanted to get back in touch with you as soon as possible. I remain very interested and enthusiastic about the Director of Sales position with Sheakley HR, and believe that my experience in successfully increasing demand for services, elevating my current organization's reputation, and elevating sales force performance will be of significant value to the organization.

I have no doubt that I can make an immediate positive impact if offered the position.

The task you face in increasing market share, attracting/retaining the best sales talent, and maintaining your organization's reputation as you grow is a difficult task. My record of accomplishment supports meeting and exceeding these organizational goals with visionary ingenuity.

As we discussed, when placed in seemingly impossible situations, I have thrived as demonstrated in my current position. Leading teams to award winning performances is what I do best. Throughout my career, senior-level management has asked me to participate in organizational change at the strategic and tactical level. I am confident in my ability to deliver the same results at Sheakley HR.

In closing, I wish to thank you for your time, hospitality, and consideration. I believe that you and I will be able to build a strong partnership and deliver results critical to the long-term success of Sheakley HR.

I look forward to further discussions on this outstanding opportunity.

Very truly yours,

Jennifer B. McLain