

Harry Abbott

Senior Sales Executive — FMCG

harry.abbott@example.com · (555) 448-2210 · Kansas City, MO · [harryabbott.com/in/harry-abbott](#)

SUMMARY

Senior sales executive with seven years in FMCG general trade. \$140k annual target handled at 118% achievement, an 85-outlet beat run at 96% coverage, and distributor relationships that survive price hikes.

HIGHLIGHTS

118% of \$140k FY25 target — third year above plan	85 outlets covered across two beats at 96% monthly coverage	24% secondary-sales growth FY25, best in the Kansas City cluster
--	---	--

EXPERIENCE

Senior Sales Executive — Meadowfoods UK04/2021 – Present

- Achieved 118% of a \$140k annual target in FY25 — third consecutive year above 100%
- Cover 85 retail outlets and 12 wholesale counters across two beats; monthly coverage held at 96%
- Opened 30 new outlet accounts in 18 months, adding \$15k of monthly secondary sales
- Keep collections at 98% within the credit cycle across 40 credit accounts

Sales Executive — Brightline Appliances06/2018 – 03/2021

- Sold consumer durables through 22 dealer counters; grew counter share from 11% to 19% in two years
- Ran 40+ BTL activations and exchange melas; best event booked 61 units in a weekend

SKILLS

Territory & beat planning	Distributor management	Secondary sales growth	Scheme & credit negotiation
DMS / SFA apps (Bizom)	Excel reporting		

EDUCATION

B.S. Accounting — University of Kansas City2015 – 2018