

Marra Baskerville

National Sales Manager

📁 Employment History

National Sales Manager at John Deere, IA

Mar 2022 - Present

- Successfully increased sales by 15% in the first year, and by an additional 10% in the second year.
- Achieved quarterly quotas for the past two years consistently.
- Created and implemented a new training program that resulted in a 20% increase in productivity among new hires.
- Successfully negotiated discounts with vendors that saved the company \$100,000 annually.
- Won “Sales Manager of the Year” award from industry peers.

Senior National Sales Manager at Casey's General Store, IA

Aug 2018 - Feb 2022

- Led a team of 15 sales representatives in achieving \$32 million in annual revenue, exceeding the company's growth target by 12%.
- Grew market share for key products by 5% points year-over-year through effective strategic planning and execution.
- Defined new territories and assigned account managers to optimize coverage and better serve customers while reducing costs.
- Negotiated pricing discounts with vendors that improved gross margin percentage by 2%.
- Successfully launched 3 new products in North America generating \$8 million in first year sales.

Regional Sales Manager at Kum & Go, IA

Sep 2015 - Jun 2018

- Achieved annual sales targets for 4 years in a row.
- Grew the market share in the region by 5% last year.
- Developed and implemented successful regional marketing campaigns that generated \$2M in new revenue.
- Led team of 10 sales reps to achieve quota consistently over 3 years.
- Won “Sales Manager of the Year” award from company.

🎓 Education

Bachelor of Science in Business Administration at Drake University, IA

Sep 2011 - May 2015

I've learned how to manage and lead a team, how to budget and forecast, and how to make sound business decisions.

📄 Certificates

Certified Sales Professional (CSP)

Mar 2021

Certified National Sales Manager (CNSM)

May 2019

📄 Memberships

National Association of Sales Professionals

American Association of Sales Executives

Details

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Links

[linkedin.com/in/marrabaskerville](https://www.linkedin.com/in/marrabaskerville)

Skills

Communication

Presentation Skills

Negotiation Skills

Closing Skills

Prospecting Skills

Time Management

Languages

English

Hindi

Hobbies

Organizing social events

Coaching a sports team

Leading a book club