

THOMAS J. SORENSON

3692 Caraway Court • Houston, TX 77002
E-mail: tsorensen@aol.com

Cell: 588-765-9443 Home: 671-923-2032

EMPLOYMENT EXPERIENCE:

Dec. 2006-

THE MUSIC PLACE; PASADENA, TX

Present

Educational Sales Representative

- Sales of musical instruments and accessories to school band and orchestra Directors.
- Support of band and orchestra state competitions.
- Customer service and sales in a retail environment.
- Present and process musical instrument rental contracts.
- Process and track customer orders.
- Promote store services and discounts.
- Pick up and deliver musical instrument repairs.

March 2003-

ALLPARTS MUSIC CORPORATION, HOUSTON, TX

Nov. 2006

Educational Representative Facilitator/Buyer Corporate

- Support for 20 music educational representatives in the field.
- Research availability and pricing for musical instruments and accessories.
- Process orders from the field staff.
- Create purchase orders and send to associated musical instrument vendors.
- Track all orders processed and make sure they are delivered in a timely manner.
- Coordinate in stock inventory and generate transfers where product is needed.
- Coordinate and order inventory for 2 major music trade conventions.
- Use suggestive selling techniques.

Jan. 2000-

SOUTHERN MUSIC COMPANY; SAN ANTONIO, TX

March 2003

Assistant District Manager

- Responsible for 53 accounts within Texas, Arkansas, Oklahoma, Kansas, and Missouri.
- Hire, train, develop, and evaluate staff of 13.
- Assign and track weekly projects and updates.
- Schedule sales team on established sales routes.
- Coordinate with associated record labels to support new releases, contests and in-store appearances by up and coming music artists.
- Reviewed monthly sales reports with customers and sales staff.
- Accountable for reviewing orders/stock levels, inventory control and signing needs.
- Increased sales by analyzing demographics and making appropriate product mix changes.
- Increased sales by implementing out of department merchandising techniques.
- Trained sales team in the UK on navigating company systems.
- Processed returns and issued store credit.
- Tweaked product mix to increase sales.
- In store promotions with product and music artists.
- Completed competitive shopping reports.
- Completed performance reviews for all sales representatives in my district.

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Nov. 1998-
Dec. 1999

TWIN GALAXIES; NORTH CHARLESTON, SC

Assistant Manager

- Manage daily operations, including ordering, merchandising techniques, personnel, training programs, loss prevention, and maintenance functions.
- Direct sales floor activity.
- Plan and execute special events to coincide with current promotions.
- Resolve customer service issues quickly and effectively.

March 1983-
Sept. 1998

SOUTHERN MUSIC COMPANY; SAN ANTONIO, TX

District Sales Supervisor

- Responsible for 66 accounts within Tennessee, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, and Texas.
- Responsibilities same as *Assistant District Manager* with **S. Music Company**.

EDUCATION:

PASADENA HIGH SCHOOL; Pasadena, TX 1977

Additional courses, workshops and seminars include:

- Springfield Community College-Principles of Marketing
- University of South Carolina-This Business of Music
- BCM Recording Studio-Charleston, SC
- 40 hours of instruction and training at a professional 16-track facility

ACHIEVEMENTS:

- Won over 100 display and merchandising contests.
- Received "Senior Representative of the Year" award, 1996.
- Received "Sales Representative of the Year" award 1986.
- Trained sales team in the U.K. on company computer system.

COMPUTER SKILLS:

- Microsoft Word
- Excel
- Internet
- Power point
- Outlook
- Telxon

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SALES MANAGEMENT PROFESSIONAL

SALES MANAGEMENT / ACCOUNT MANAGEMENT / MERCHANDISING MANAGEMENT

A high-energy, business/sales Trainer and Manager with a solid track record of performance in consumer goods and retail businesses. Key strengths include the ability to meet and exceed goals/targets, a knack for connecting with decision makers and the ability to transfer the secrets of sales and account management to others. Excellent presentation, negotiation, closing, and follow through skills. Available for travel.

- Territory Management & Market Share Growth
 - Key Account Acquisition & Management
 - Sales Analysis & Reporting
 - Teambuilding, Coaching, & Leadership
 - Retail Merchandising Strategies
 - Market Research & Trend Analysis
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SUMMARY OF QUALIFICATIONS

- Expertise and versatility in all facets of the sales cycle including pre-sales planning, marketing, account management, and post-sales support.
 - Exceptional business, sales, and staffing leadership/management competencies. Dynamic sales manager skilled at developing territory sales reps and account managers to achieve peak performance.
 - Ability to conceive innovative direct marketing campaigns that increase product awareness, market share and company profitability. Develop strategies and follow through to ensure successful implementation.
 - Outstanding success in building and maintaining relationships with key decision makers, establishing accounts with excellent levels of retention and loyalty.
 - Experience in retail merchandising with extensive knowledge of plan-o-grams and cross merchandising strategies and techniques.
 - Adept at facilitating order processing accuracy and efficiency; receive excellent customer feedback. Punctual in meeting deadlines and known to go the “extra mile” for customers and colleagues.
 - Successful in daily operations analyzing trends in customer and merchandise needs. Proficient in recognizing and launching steps needed to obtain objectives.
 - Thrive on challenges to overcome obstacles with solutions that are sound and financially feasible.
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PROFESSIONAL EXPERIENCE

THE MUSIC PLACE, Pasadena, TX

EDUCATIONAL SALES REPRESENTATIVE (2006 / Present)

Generate new accounts in the student educational music industry by developing relationships with local school bands and orchestra directors for this independently owned musical instrument store. Managed order fulfillment, contract preparation and customer service activities.

- Developed and implemented a direct marketing campaign targeted at students and teachers in public and private education institutions.
- Boosted sales revenues by launching new product rental option through on-site instrument rental drives.

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ALLPARTS MUSIC CORPORATION, Houston, TX

EDUCATIONAL REPRESENTATIVE / FACILITATOR BUYER (2003 / 2006)

Managed order fulfillment activities in support of 20 field sales reps for this national provider of musical instruments and accessories with \$150 million in annual revenue. Analyzed pricing and availability of in-house inventories and forecasted future inventory demand. Coordinated inventory levels for major trade shows.

- Conceived, developed and executed field tracking system to streamline order fulfillment operations.
- Built vendor relationships and negotiated favorable terms and conditions for purchases.

SOUTHERN MUSIC COMPANY, San Antonio, TX / Nashville, TN

ASSISTANT DISTRICT MANAGER (2000 / 2003)

DISTRICT SALES SUPERVISOR (1983 / 1998)

Directed territory sales initiatives for this leading distributor of prerecorded music with \$1.2 billion in annual revenue. Hired, trained, and developed a staff of 20 sales reps to increase performance results for a 5-state territory. Managed a broad assortment of music titles required to optimize sales and inventory productivity for major retailers. Coordinated direct-to-store shipments, marketing of selections, and in-store merchandising for 80 accounts representing \$13 million in annual revenue. Reported to District Manager.

- Successfully managed key account relationships with major retailers, including Wal-Mart, Kmart, Toys R Us, Venture, and Pamida.
- Work closely with associated record labels to coordinate in-store artist appearances.
- Selected by senior management to train UK sales staff on company's Intranet system.
- As District Sales Supervisor, managed all sales and account management activities comprised of 66 major retail accounts spanning 6 states.
- Achieved the "Senior Sales Representative of the Year" award in 1986 and 1996.

TWIN GALAXIES, North Charleston, SC

ASSISTANT MANAGER (1998 / 1999)

Assisted store manager with a full range of retail management responsibilities, including merchandising, inventory control, ordering, loss prevention, and maintenance functions. Directed personnel training programs and sales floor activities. Coordinated special promotions and events. Opened/closed store; handled customer complaints and cash control. Prepared daily sales reports.

- Achieved weekly/monthly goals through suggestive selling and extensive product knowledge.
- Trained new hires in all procedures, product knowledge and sales techniques.

EDUCATION & PROFESSIONAL TRAINING

UNIVERSITY OF SOUTH CAROLINA, North Charleston, SC

- Completed 16 semester hours of coursework in Music Business and Distribution.

SPRINGFIELD COLLEGE, Charleston, SC

- Completed 19 semester hours of coursework in Principles of Marketing.

BCM RECORDING STUDIO, Charleston, SC

- Completed 40 hours of professional training in Sound Engineering.