

# Melissa A. Santalia

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## Sales & Business Development Professional

*"A dynamic sales leader who exceeds all expectations" – JP Ridley, VP of Sales, ONEAC Inc.*

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*Top performing sales professional recognized for ability to:*

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| ✓ Build, produce and succeed.                  | ✓ Achieve growth in depressed markets.    |
| ✓ Excel across diverse markets and industries. | ✓ Grasp and convey highly technical data. |
| ✓ Expand relationships with existing clients.  | ✓ Capture competitive market share.       |
| ✓ Leverage general management experience.      | ✓ Facilitate superior account management. |

*Core competencies:*

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|----------------------------|---------------------------------|---------------------------|
| • Negotiation & Closing    | • Product Presentations         | • Business Communications |
| • New Product Promotion    | • Competitive Analysis          | • Territory Development   |
| • Strategic Sales Planning | • Lead Prospecting / Generation | • Sales Training          |
| • Networking               | • Key Account Management        | • Administration          |

## Professional Experience

**Client Account Specialist, Smith Klein Berkins, Winter Springs, FL** 11/98 to 3/03

Developed a book of business in excess of 250 high profile, affluent clients and private businesses.

**Recognized as the top producer for the State of Florida out of 22 Account Specialists, generating \$1.2 million in revenue for Y2000 with consistent annual increases of 19-38%.**

- **Business Development:** Networked extensively throughout the community to recruit new clients. Developed strategic relationships with branch staff and local businesses to develop referrals.
- **Account Management:** Maintained accounts through first-rate service and communications. Introduced and cross-sold new products to increase account penetration.
- **Sales Tracking & Planning:** Collaborated with company President to create a sales planning and tracking process which was put into use within the branch. Established personal goals for performance and provided written records to management on quarterly accomplishments.
- **Business Presentations:** Provided outside sales calls and participated in phone blitzes. Actively involved in several outside organizations as a company representative, including the Chamber of Commerce as an Ambassador and the Junior League as Treasurer.

**District Sales Representative, ONEAC Inc., Tallahassee, FL** 7/92 to 11/98

Hired to penetrate, build and establish all territories in Florida and Georgia. Created six territory sales routes for product lines, five of which were turned over to newly recruited sales personnel. Personally managed the sixth territory in Central Florida. **Successfully developed district to approximately \$3.2 million in annual sales. Consistently in top five of over 200 sales representatives, company-wide.**

- **Product Marketing:** Developed new uses and applications for company products with present and prospective customers.
- **Sales Training:** Provided sales training to all new sales recruits. **Personally selected to attend the Advanced Sales Institute.**
- **Client Management:** Provided top-notch client relations and support, consistently meeting and exceeding their requirements and needs.
- **Administration:** Collaborated with VP to introduce computer laptops to all sales personnel. Provided training to staff company-wide. Reported weekly sales and maintained physical inventory of products.