

NATHAN L. MATHESON

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AUTOMOTIVE EQUIPMENT & TIRE DISTRIBUTIONS SALES

Million Dollar Capital Equipment Salesman offering 20+ years experience

Polished presenter and closer with developed influential skills; proven record in negotiating sizable deals at top management level. Consistent contribution to increased production, quality service, and profitability via solid Leadership and team building abilities.

CORE STRENGTHS

Consultative Sales ...Sales Leadership...Lead Generation...Business Development...Influence & Persuasion Presentations & Closing...Product Training...Service Management...Customer Relations ...Computer Operations

INDUSTRY PROFILE

ASE CERTIFIED - BRAKES AND SUSPENSION & STEERING

AMMCO & HUNTER BRAKE LATHES AND VEHICLE LIFTS

COATS & HUNTER TIRE CHANGERS AND WHEEL BALANCERS

PROFESSIONAL EXPERIENCE

AMERICAN TIRE DISTRIBUTION [previously ITCO, Heafner-ITCO & Heafner Tire Co.] - FL, TN

Equipment Specialist, 1998 - Present

- Proactively initiated customer contacts, developed and closed new business opportunities, and managed existing accounts and customers, resulting in the achievement of monthly quotas for Orlando and Nashville markets. Maintained client relationships with initial meetings to promote product sales and service. Closed sales, oversaw the implementation of customer orders and provide training workshops on proper equipment utilization.
 - *Repeatedly generated \$1,500,000+ in Sales in the TN market for over 5 years. Producing \$500,000 in newly penetrated FL market.*
 - *Maintained high sales volume; Ranked in the Top 5 Equipment Specialists company-wide for highest Sales volume for the 6 years.*

Branch Manager, [ITCO], 1996 - 1998

- Planned, directed, and led daily Sales, Service, Administration, Communications, Equipment Training, and Customer Service initiatives necessary to develop, implement, and accomplish Sales objectives in the Knoxville market to sell passenger, light /medium truck, and farm tires, automotive equipment and supplies. Managed 9 sales representatives, 5 drivers, and 10 warehouse employees. Hired, trained, and maintained a team of sophisticated Sales professionals as well as conduct performance appraisals. Conditioned team to penetrate targeted areas to maximize revenue. Utilized operational reports to identify opportunities in Sales and Customer Service improvements to build sales over previous year's sales.
 - *Continuously exceeded company goals by leading Sales Team to produce over \$4,000,000 in annual Sales revenue in the Knoxville market.*
 - *Increased Sales volume by 25% during 1st year and 25% during 2nd year - Doubled market area within 2-year term as Branch Manager.*

HUNTER ENGINEERING COMPANY - Bridgeton, MO

Independent Sales Representative, 1994 - 1996

- Identified and targeted retail and commercial customers to market and sell automotive equipment and service for a major U.S. designer, manufacturer and distributor of wide range of passenger car and truck service equipment including tire changers, wheel balancers, brake lathes, and vehicle lifts. Utilized influential and persuasive communications skills to effectively highlight advantages of upgrading to modern service equipment. Negotiated with key decision makers to close Sales. Trained customers on proper equipment operations following setup and delivery.
 - *Successfully sold an excess of \$800,000 in annual Sales of capital automotive equipment within assigned territory.*

HENNESSY INDUSTRIES - Lavergne, TN

Territory Manager, 1988 - 1993

- Developed and managed all day-to-day Sales operations within assigned territory to sell AMMCO and Coats automotive tools and service equipment for a one of the world's leading manufacturers of wheel service equipment. Managed Sales and Service team of 2. Processed purchasing documents. Arranged delivery as well as coordinated equipment service and repair.
 - *Generated approximately \$150,000 in equipment service sales and averaged \$350,000 - \$500,000 in equipment sales annually.*

AMMCO TOOLS, INC. - Wacker Park, Chicago, IL

Territory Manager, 1983 - 1987

- Handled complex and competitive retail and commercial account base; identified, developed and implemented Sales tactics and promotional approaches to target and capture new business the automotive equipments sales and service market.
 - *Produced over \$250,000 in sales and service of AMMCO tools and equipment within assigned territory.*

EDUCATION & SALES TRAINING

University of Tennessee - Knoxville, TN

Sales Training Seminars:

BS Degree - Business Administration

Integrity Selling, Smart Selling, and Professional Selling Skills

REFERENCES AVAILABLE UPON REQUEST