



RANG N RIOS

3924 Octavia Drive • Pflugerville, TX 78660 • 713.530.8464

soultrang@gmail.com

Dynamic sales professional and manager with a successful track record in building while retaining a strong customer base, training staff, increasing revenue, and improving profitability

**Sales Management • Consultative Selling Techniques
Employee Training • Client Relations • Product Planning and Development**

Top Performing and Customer Driven Consultant

- Ranked #1 outside salesperson in company: 2017, 2018, 2019, 2020 and 2021
- Ranked in top 3% out of 650 salespeople worldwide, 8 consecutive times in a year
- Consistently exceeded sales targets while adding on new business; avg 1 new customer/wk
- Diverse customer base: Restaurants (multi-unit chains and independent), Grocery Stores, Corporate Dining, Country Clubs, Hotels, Hospitals/ Healthcare Facilities, Bars, Schools, and Caterers

Results-Oriented Manager

- Managed the Gold's Gym International Fitness Department at Hester's Crossing, the second highest attendance based Gold's Gym
- Increased Personal Training/Service revenues by 89%
- Employees consistently ranked in top 25 sales worldwide every month
- Hired, trained, and motivated employees to ensure success and improve profitability

Superb Communicator skilled in working w/ customers, team members, suppliers, brokers & distributors

SALES & BUSINESS DEVELOPMENT EXPERIENCE

HARDIE'S FRESH FOODS

Fresh Foods Consultant/ B2B Outside Sales Development 3/2013 – 8/2021

- Penetrate targeted accounts while maintaining over \$11M in existing sales: avg gp 27%
- Provide education & demonstrations on product/ service features while upselling benefits
- Experienced Negotiator, persuasive communicator with prospects, customers & team members
- Build & foster a network of referrals to create consistent new opportunities for revenue growth
- Skilled Hunter; Generate & cultivate relationships thru cold calling, networking, overcoming objections, maintaining ongoing awareness/education of food trends and market conditions with decision makers to increase revenue while maximizing scalability
- Actively manage call schedule thru CRM to cover assigned territory in a time-efficient manner
- Creative thinker and problem solver to achieve positive & profitable results

FRESHPOINT SOUTH TEXAS

Account Manager/ Produce Specialist 4/2009 – 3/2013

- Develop/ Maintain new accounts in assigned territory by anticipating/satisfying customer needs
- Increase market share and sales 150% over goal
- Up-sell product in excess inventory, introduce new items and identify lost/split customers
- Communicate effectively in a positive manner with all levels of the organization

GOLD'S GYM INTERNATIONAL

Fitness Manager/ Head Personal Trainer 8/2002 – 12/2012

- Oversaw Fitness Dept: Hired, trained, developed & managed 15+ personal trainers, streamlined & spearheaded sales counselor training programs, conducted seminars/ presentations & sales mtgs
- Increased sales 89% from \$40,000 to \$75,000+/month; personal production contributed to 25% of overall sales revenue; skilled in new clientele recruitment: prospecting, cold calling and referrals
- Team ranked in top 10% from 2003-2007 and was #1 companywide in sales 5 times
- Recipient of Fitness Manager of the Month and Team of the Month for obtaining 146% of goal

EDUCATION & SKILLS

University of Texas, Austin 2002

Bachelor of Science, Kinesiology

Major: Health Promotion and Fitness

Minor: Business

Business Foundations Certification

National Academy of Sports Medicine 2005

Certified Personal Trainer

Sandler Sales Training 2016

Technical skills

Freshtech CRM Management

Google & Microsoft Office

Produce Pro