

# Reginald M. Williamson

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## Retail Customer Service

Customer service veteran with 12 years sales experience seeks to join forces with dynamic retail company. Demonstrated ability to manage all aspects of business operations, forge profitable relationships and ensure client satisfaction.

### Strengths:

- \* Supervisory experience
- \* Strong leadership
- \* Event coordination
- \* Proven negotiating abilities
- \* Superior oral/written communications
- \* Skilled at de-escalating angry clients
- \* Employee training/team-building
- \* Highly organized multi-tasker
- \* Excellent phone manner
- \* Composed under pressure

*Able to speak French and Spanish conversationally*

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## Sales and Customer Service Achievements

- Trained, supervised, evaluated, coached and mentored team of 13 sales people for country's largest direct-to-consumer winery
- Grew yearly winery team sales from \$150K to \$300K over 3-year period
  - \* Consistently led all 4 company teams in annual sales
  - \* Chaired regular committees to increase productivity and solve problems
  - \* Developed reward program for superior individual sales performance
- Worked one-on-one with team members to close complicated wine deals
  - \* Coordinated \$53K wine sale to Taiwanese client, Wan Hai Lines, Ltd. by making overseas shipping arrangements, satisfying customs requirements, and finding translation service that could create Mandarin-language wine label
- Addressed winery client inquiries and negotiated conflicts
  - \* Served as winery's go-to representative do placate unhappy winery clients
  - \* Result was consistently positive and usually led to client retention
- Synchronized multiple corporate wine accounts
- Generated high-quality leads for corporate wine sales through meticulously culling *Dun and Bradstreet* and other business data bases
- Ensured compliance with inter-state wine shipping laws for domestic shipments
- Initiated volunteer events for winery to increase community awareness
- Promoted from winery sales associate to team leader for outstanding performance
- Grew route sales 22% for bakery whose goods are distributed nationally

## **Professional Background**

- 1986 - Present, **Self-employed Musician and Music Teacher** Santa Rosa, CA
- Performs as drummer for number of renowned local jazz and reggae bands
  - Teaches music to variety of clientele, including underprivileged youth
- 2005 - 2009, **Sales Team Leader/Customer Service**, ABC Vineyards Windsor, CA
- Oversaw team of 13 sales people and guided them to superior sales performance
  - Provided customer service in person and over the phone as needed
  - Worked with upper management to develop incentive programs for sales staff
  - Consistently met or exceeded all team sales goals
- 1997 - 2005, **Sales Associate**, ABC Vineyards Windsor, CA
- Sold wine to corporate clients and high-net-worth individuals around the world through telephone solicitation
    - \* Clients included celebrities, including Jimmy Buffet, and major corporations like *Countrywide* and *Remax*
  - Increased sales every quarter during 8-year period (total annual growth from \$97.5K to \$150K)
- 1991 - 1997, **Route Salesman**, Butter Street Bakery Rohnert Park, CA
- Maintained Bay Area sales route of baked goods for nationally distributed bakery
    - \* Grew commercial accounts from 11 to 14 through developing positive relationships and persistent follow-up

## **Education and Training**

- Arizona State University Tempe, AZ
  - \* BA in Music Performance and Minor in Political Science
- Effective Communications and Relationship Building Seminar Carmel, CA
  - \* Attended 3-day 2010 seminar to polish communications, networking and customer service skills
- Managerial Coaching Workshop Santa Rosa, CA
  - \* Attended weekend-long 2008 workshop during Windsor Vineyards employment to bolster management and team-building skills