

THOMAS S. MCDONALD
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ADDITIONAL SKILLS

SALES MANAGEMENT SKILLS

- *Managed multi-state territories utilizing strong interpersonal, analytical, planning, performance management and leadership skills
- *Created strong team morale and motivation
- *Identified, established and maintained long-term profitable solution based business relationships with diverse accounts
- *Researched competitor's products and pricing creating an ongoing database. Shared information with upper management and directly used knowledge gained in new and renewal sales
- *Integrated continuous quality improvement methodology into daily activities to achieve the highest level of customer satisfaction

MARKETING SKILLS

- *Integrated personal efforts with entire marketing department function to qualitatively and quantitatively assess the customer's needs and wants. Interpreted team efforts and initiated successful actions to retain and gain market share
- *Participated in the creation and implementation of a member satisfaction survey
- *Developed method to continuously gather and interpret competitive intelligence
- *Researched and participated in numerous methods to assess customer's needs and wants: focus groups, surveys, independent consultants and marketing committee meetings

COMMUNICATION SKILLS

- *Interfaced successfully with top level decision makers
- *Developed interactive relationships with all personnel including upper management
- *Organized databases with simple logic so utilization could be broad based
- *Demonstrated success with written and oral communication abilities

SELF-MOTIVATIONAL SKILLS

- *Initiated marketing and sales programs and directed them to successful conclusion
- *Adjusted to the cyclical nature of sales and maintained a positive attitude
- *Thrived in loosely supervised, highly flexible environments
- *Perpetually enhanced product knowledge, industry knowledge, sales and marketing skills