

Annette Yearby

Experience

The Talking Phone Book

May 2003 - Present

Account Executive

Fayetteville, NC

Responsible for developing relationships with targeted accounts in an effort to generate profitable sales and long-term customer loyalty while maintaining quotas; conducting cold calling; compiling and working sales lead lists; quoting prices and credit terms; preparing sales contracts, reports, and expense accounts; investigating and resolving customer problems; Help the customer to create a strong ad for the yellow page. Design and creative effort advertising for customer. Inspires others with enthusiasm and positive energy. · Understands the market, the customer, and the competition.

- Closes the sale by addressing customer concerns, demonstrating empathy, and consistently moving the customer towards commitment.
- Develops new account prospects through networking, referrals, and cold calling.
- Develops sales strategies, techniques and tactics based on customer feedback and market environment.
- Presents key selling points, features, and benefits while focusing message on customer needs and expectations.

Cingular Wireless

July 1996 - November 2002

Indirect Account Executive

Spring Lake, NC

Cingular Wireless, Fayetteville, NC and Montgomery, AL (1996-2002). Have excelled with this major company during a time of growth and mergers; acquired numerous new accounts, serviced established accounts and implemented promotions. Additionally, provided training for new and current sales staff.

- Currently manage eight national accounts and 35 local accounts; previously managed up to 60 retail locations. Train in-store sales associates to sell the DCS phone, account for inventories of materials and sales, set up displays and prepare marketing reports. Opened/maintained accounts; closed old and discontinued accounts. Conduct monthly training seminars for Sales Associates and Business Owners.
 - Awards and honors: Received the Circle of Excellent Award in 1996 and the Certificate of Excellence Award in 1999. Also received the "Fast Start" Award in 1997, 1998, and 1999.
 - Performance: Exceeded sales quotas, nearly every quarter since 1996.
- Top Indirect Account Executive, Second Quarter 2002

Alpha Omega Insurance, INC

January 1996 - July 1996

Office Manager

Fayetteville, NC

Directed operations of this busy insurance office; wrote policies, handled bookkeeping and agent's activities; earned Errors and Mission certification via NEIC. Prepared bank deposits and receipts. Performed public relations, complaint management, follow-ups and problem resolution.

Payless Shoe

December 1995 - January 1996 *Manager Trainee*

Fayetteville, NC

STORE MANAGER TRAINEE Pay Less Shoes, Fayetteville, NC (1995-96). Developed highly refined customer relations skills while in training to manage this high-volume retail shoe chain while also displaying versatility and flexibility working late nights and weekends.

- Processed/received shipments and displayed merchandise.
- Scheduled/delegated work to employees; submitted calculations of employee hours.

The Deerfield Insurance Agency

July 1994 - July 1995 *Insurance Agent / Office Assistant* Fayetteville, NC

Handled administrative functions and customer service for this company serving customers with various insurance needs and specializing in homeowners insurance; served as liaison for numerous underwriters.

- Input policy information and transmitted data for the accounting division using Applied Systems, Rating System, and Windows software programs.
- Passed claims on to adjusters and paid off claims up to a certain level; administered quotes, wrote up policies, conducted direct billings, verified figures, and performed collections under a direct billing system.

Al Kerr Insurance Agency

April 1988 - July 1995 *Office Manager* Fayetteville, NC

As the owner's "right arm" managed branch office operations while handling market property, Casualty and Life and Health Insurance policies; quoted and wrote policies; verified that client information conformed to requirements. Prepared bank deposits and receipts.

- Performed public relations, complaint management, follow-ups, and problem resolution.

Education

Rutledge College

Business Administration
Degree

Fayetteville, NC

Completed dBase, Windows, MS-DOS, and Applied System computer courses. Hold a Property & Casualty License, Fayetteville Technical Community College, NC. Successfully completed courses in Life and Accident. Studied computer technology and word processing. Fayetteville State University-Marketing