

Francis Wilcox

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Career Focus

Results-focused sales/recruiting professional with diverse experience executing full-cycle recruiting methods to source highly sought-after candidates ranging from entry-level to executives. Assess current industry trends to determine optimal talent pools and negotiate terms on both client and candidate sides. Skilled in conflict resolution, strategic planning, needs assessments, account management and complex problem resolution. Technically proficient in MS Office Suite as well as Salesforce and Human Resources Information Systems (HRIS).

Accomplishments

- Exceeded sales goals by 15% each quarter of 2010, gaining recognition as the lead salesperson at Krankcycle RX.
- Invited to speak at the National Disabled Veterans Winter Sports Clinic regarding Krankcycle product.
- Increased client base by 60% in Georgia within the first year of employment, earning a promotion to Regional Sales Director at Alliance Labs.
- Surpassed all sales goals by 25% for the region.
- Increased sales by 15% over a 2-year period.
- Maximized client tracking initiatives by implementing Salesforce.
- Created a distribution business and brought it into the black within the first year.
- Successfully raised \$70,000 in sponsorship dollars for a non-profit organization through effective networking and community involvement activities
- Increased website traffic by 60% to 10K+ daily views through effective meta-tagging, blogging and search engine submissions.
- Achieved an 85% success rate in recruitment placements through identification of qualified candidates based on customer needs, developing sales strategies and negotiating profitable projects.
- Consistently exceeded sales goals by 20%.
- Increased company market share by 15% by building strong client relationships and providing high value adding services.
- Restructured team interaction with prospective clients by developing innovative and creative relationship building techniques that was implemented into the 1999 strategy plan.
- Maintained and organized a client base of 300+ accounts.

Professional Experience

Sales/Recruiting

- Cultivated strong relationships with clients such as hospitals, doctors, therapists, office managers, and patients.
- Acquired roster of potential clients at national trade shows to showcase health/fitness benefits of Krankcycle.
- Conducted market research to identify new business opportunities and engage in sales process in target areas.
- Successfully acquired 2 out of 3 major hospitals in the region to client base.
- Performed cold call campaigns, making 80+ phone calls daily to generate new business, establish key relationships with clients and execute full-cycle recruiting.
- Directed recruitment initiatives to hire a staff of 7 for sales and administrative duties, setting quotas for sales team and holding weekly meetings for brainstorming and evaluations.

Marketing/Business Development

- Increased national visibility and brand recognition by overseeing web development and partnering with website designers.
- Ensured company presence in all media formats by working with an industry publicist.
- Drove implementation of direct marketing programs, bringing 14 new hospitals to an active client base totaling 16

Data Analysis/Report Generation

- Led and delivered business and technical client training and supervised product integration.
- Assessed sales performance by conducting monthly analysis of customer acquisition data and campaign statistics.
- Administered and updated Excel spreadsheets to track/analyze client base, sales, potential clients, and lead sourcing.

Work History

Owner

November 2009 to May 2011

Krankcycle RX – Birmingham, AL

Regional Sales Director

January 2007 to November 2009

Alliance Laboratories – Phoenix, AZ

Advertising Sales Associate

September 2003 to January 2007

Miami New Times – Miami, FL

Staffing Coordinator

December 1995 to April 2002

Custom Staffing Inc. – Jacksonville, Florida

Military Experience

U.S. Army

September 1987 to September 1991

Sergeant/Crew Chief –

Education

University of Texas at Austin

Bachelor of Science in Business Administration

Professional Affiliations

Paralyzed Veterans of America (PVA)

US Handcycling Association (USHC)

Aircraft Owners and Pilots Association (AOPA)