


Atha Byland

Route Sales Representative

Results-driven Route Sales Representative with 1 year of experience in cultivating strong customer relationships and driving sales growth. Adept at managing and growing a high-performing territory, delivering excellent customer service, and maximizing product visibility. Demonstrated ability to effectively merchandise products, analyze sales data, and implement sales strategies for optimal performance. Skilled in leveraging strong communication and negotiation skills to foster long-term client partnerships.

atha.byland@gmail.com 

(124) 764-0058 

123 Desert Breeze Rd,
Albuquerque, NM 87123 

Education

**Diploma in Sales and
Marketing at New Mexico
State University, Las Cruces,
NM**

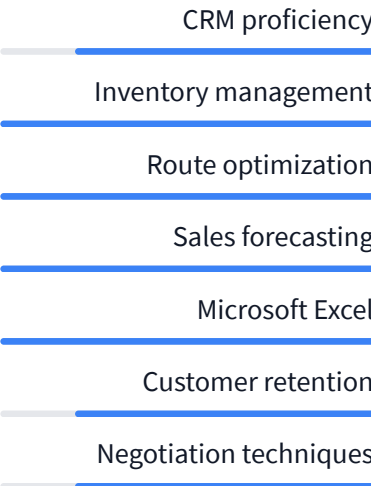
Sep 2018 - May 2022

Relevant Coursework:
Sales Strategies, Marketing
Management, Market
Research, Consumer Behavior,
Advertising and Promotions,
Digital Marketing, and
Relationship Management.

Links

[linkedin.com/in/athabyland](https://www.linkedin.com/in/athabyland)

Skills



Employment History

Route Sales Representative at Coca-Cola Southwest Beverages, NM

Feb 2023 - Present

- Achieved a 25% increase in sales within the assigned territory by effectively managing relationships with over 50 retail stores and implementing strategic sales initiatives.
- Exceeded sales targets for three consecutive quarters, resulting in a 15% revenue growth for Coca-Cola Southwest Beverages in New Mexico.
- Successfully introduced two new product lines to the market, leading to an additional \$500,000 in annual revenue and a 10% increase in overall market share.
- Improved route efficiency by 20% through route optimization and time management strategies, leading to reduced fuel expenses and increased customer satisfaction.

Assistant Route Sales Representative at PepsiCo, NM

Jul 2022 - Dec 2022

- Increased sales by 15% over a 6-month period by effectively promoting and merchandising PepsiCo products to retailers in the assigned territory, resulting in a revenue growth of \$50,000.
- Successfully managed and maintained relationships with over 40 key accounts, leading to a 95% customer retention rate and helping secure long-term contracts with major retailers.
- Streamlined delivery processes and route planning, resulting in a 20% reduction in fuel costs and a 10% increase in on-time deliveries, significantly improving overall efficiency and customer satisfaction.
- Implemented a new inventory management system in collaboration with the Route Sales Representative, leading to a 25% reduction in stock discrepancies and a 30% improvement in order accuracy.

Certificates

Certified Professional Sales Person (CPSP)

Sep 2021

Certified Route Sales Representative (CRSR)

Mar 2020