

Michael A. Balmforth

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Sales Professional

Dynamic, results orientated sales professional with over 25 years of experience planning, developing, and implementing strategic sales plans for world class businesses. Expert in relationship management, consultative selling, strategic planning and execution resulting in increased sales and profits. Confident, articulate, and professional speaking abilities. Team leader and team player.

EXPERIENCE

Radians – Memphis, TN

Radians is a privately owned manufacturer of personal protection equipment.

Director of National Accounts - July 2019 to November 2021

The Director of National Accounts is responsible for growing Radians business within large, multi-location national industrial and safety distributors. Assigned to 10 named customers, including Grainger, Wesco, Ferguson, Motion, Airgas and White Cap, the Director of National Accounts leads the national account team responsible for achieving sales quota and assigned strategic account objectives. Responsibilities and achievements included:

- Coordinated the involvement of company personnel, including National Account Managers, customer service, and management resources, in order to meet account performance objectives and customers' expectations.
- Proactively led a company-strategic account planning process that developed mutual performance objectives, financial targets, and critical milestones for quarterly and annual sales to assigned targets.
- Established productive, professional relationships with key personnel at assigned national accounts.
- Traveled extensively to customers' headquarters and key locations, while coordinating closely with manufacturer's representatives and regional managers assigned to support these customers.
- Frequently visited national account websites and printed collateral, surveying & analyzing for opportunities to gain incremental product distribution & promotional support.
- Negotiate contracts, initiate and maintain distributor agreements and rebate programs.
- Achieved assigned sales quota on designated national accounts. Met assigned expectations for profitability.
- Designed customer specific marketing materials including catalogs, co-branded flyers and displays.

Moldex-Metric, Inc – Culver City, CA

Moldex-Metric is a leading international manufacturer of hearing and respiratory products for industrial and medical markets.

National Accounts Manager – August 2013 to July 2019

The National Accounts Managers objective is to develop and implement sales and marketing strategies that increase Moldex's position and sales for 30 assigned National Distributors including Grainger, Airgas, Fastenal, MSC, Vallen and HD Supply. Responsibilities and achievements include:

- Manage, coordinate and monitor field sales activities for seventeen Moldex Territory Managers in regards to national accounts.
- Proactively lead company-strategic account planning process that develops mutual performance objectives, financial targets, and critical milestones.
- Exceed assigned sales goals and surpass strategic objectives in assigned accounts.
- Establish productive, professional relationships with key personnel in assigned customer accounts.

- Negotiate contracts, initiate and maintain distributor agreements and rebates programs.
- Direct the marketing department for distributor reviews of catalogs and websites for all assigned national distributors.
- Work in conjunction with Moldex Director of Sales and Director of Strategic Accounts on key end user opportunities with assigned national accounts.
- Organize and execute all national distribution events, sales meeting and trade shows.
- Assist in the hiring and training of Territory Managers.

Territory Sales Manager - April 2003 to August 2013

- Working from a home based office; the Territory Sales Managers objective is to increase Moldex's market share and brand recognition within an assigned territory. Responsibilities and achievements include:
- Managing a multi-million-dollar territory consisting of Michigan, Ohio & Indiana & W. Pennsylvania
- Train distributors on product performance, selection and technical support.
- Extensive end user contact including sales presentations, product training and performance evaluation.
- Design and execute a business plan to exceed sales objectives.
- Represent company at regional and national trade shows.
- Coordinate with internal Sales Associate to penetrate end users and implement opportunities.
- Increased sales in 2003, 2004, 2005 & 2006, 2008, and 2010, 2011 & 2012
- 2005 "New Product Territory Sales Manager of the Year" award recipient.
- 2006 "Territory Manager of the Year" award recipient.
- 2008 "Designated Hitter Award" award recipient.
- 2009 "Distributor Sales Achievement Award" award recipient.

U.S. Industrial Tool & Supply Company - Plymouth, MI

U.S. Industrial Tool, a division of Churchill Aerospace, manufactures and distributes specialized air tools, fastening equipment, and metal forming machines to aerospace, metalworking and general industrial markets. Customers included: Boeing, Bombardier, Piper, Sikorsky, NASA, Werner Ladders, and Stryker Medical.

Account Executive / Distributor Coordinator - February, 1996 to March 2003

Promoted to position based on ability to prospect, present products and services and maintain a high level of customer satisfaction. Traveled extensively to customer locations in North America to identify customer's needs and sales opportunities to maximize and grow sales. Directed, cultivated, and streamlined North American distribution network while sustaining an assigned territory of OEM's and end users.

- Prospected new clients and distributors via trade publications, Internet, referrals and cold calls.
- Aided customers in new product selection, performance analysis and application engineering.
- Successfully landed largest supply contract with OEM in company history.
- Developed and facilitated new product training seminars for client base.
- Trained distributors on product selection and performance.
- Guided distributors to 25% sales increase in 1997, 30% in 1998, and 20% in 1999.
- Coordinated all aspects of annual distributor sales conferences.
- Assisted in developing company product catalog and literature.
- Represented the company at national trade shows.

EDUCATION

Western Michigan University -Business Administration and Marketing
 Detroit Catholic Central High School
 Sandler Sales Training

ADDITIONAL SKILLS

Computer mastery of Word, Excel, Outlook and PowerPoint
 Customer relationship management systems: Sales Logix, Infor CRM and Tour de Force
 Social media networking: LinkedIn, Twitter and Facebook