ACHIEVEMENT BULLETS

- **Pipeline discipline:** Kept CRM pipeline consistently up to date with next actions and follow-up dates, improving forecasting discussions with management.
- **Lead generation:** Booked regular first-time appointments through cold calling and referrals, keeping a steady flow of new opportunities.
- **Quote-to-order:** Improved quote follow-up by calling clients within agreed timelines and confirming decision dates, leading to stronger conversion.
- **Retention:** Reactivated inactive customers through check-ins and tailored offers, rebuilding relationships and repeat ordering.
- **Customer experience:** Resolved delivery and service issues by coordinating between dispatch, admin and customers, reducing escalations.
- **Cross-functional:** Worked closely with finance on credit applications and with dispatch on delivery scheduling to reduce delays.

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