

GREGORY L. DEAL

920 42nd Avenue North • Fargo, ND 58102 • Cell (701) 429-4233 • greg@gregdeal.com

Seeks to excel as REGIONAL SALES MANAGER OR DIRECTOR OF SALES

SUMMARY OF QUALIFICATIONS

- **Talent to create** business/brand plans to identify strategies, key initiatives and performance standards.
 - **Proven ability** to interact with customers to determine needs and desires in order to set focused targets.
 - **Demonstrated skill** to research and assess customer insights and market trends to detect opportunities.
 - **Persuasive communicator** and adept organizer, able to use multiple tools to sell value and quality.
 - **Strong relationship builder**, able to win and cultivate customers, and train/inspire productive teams.
 - **Motivational leader**, dedicated professional, solid team player, reliable, competent and enthusiastic.
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SELECTED ACCOMPLISHMENTS

US Patent Awarded for a material-handling conveyor
Co-Author of "The Selling Gap" (www.thesellinggap.com)
Facilitate "Strategic Decision Making" course at University of Mary
Samsar Award, El Zagal Shrine (supporter of 22 Shriners children's hospitals)
Co-Chair, North Dakota State University scholarship fundraiser (\$401,000 record, 2007)
Inner Circle Member (Dr. Kevin Hogan, author of books on persuasion, www.kevinhogan.com)

CORE COMPETENCIES

Forecasting	Strategic Plans	Financial Management	Competitor Analysis
Training	New Markets	Customer Satisfaction	Quality Assurance
Budgeting	Strong Closing	Business Development	Business Alliances

PROFESSIONAL EXPERIENCE

Butler Machinery Company, Fargo, ND (Apr. 2001 – Present)

• ***Territory Manager***

Oversee heavy equipment line's sales, parts and service in southeast North Dakota.
Manage proposals, buyers' orders, warranty issues and customer relations.

Key Achievements

- **Partnered** to launch a CRM sales quotation procedure for entire sales force.
- **Completed** Six Sigma Green Belt requirements.
- **Served** on the Six Sigma project that researched and reduced invoicing errors.

BDI, Inc. Fargo, ND (Mar. 1998 – Mar. 2001)

• ***President***

Directed and coordinated the accounting, engineering, sales and production departments.

Key Achievements

- **Piloted** production and engineering staff to design and develop a patented conveyor system for the agricultural industry.
- **Negotiated** a manufacturing and marketing agreement with a major OEM.

PROFESSIONAL EXPERIENCE (Cont.)

Rapat Corporation, Hawley, MN (Oct. 1994 – Mar. 1998)

• ***Sales Manager***

Presided over Rapat’s sales and marketing. Researched various markets to determine optimal action to increase market share. Promoted sales activity with significant national accounts. Networked at regional, national and international trade shows. Led and motivated 13 sales team members.

Key Achievements

- **Enhanced** greatly the corporate image through ad placement, product literature and promotional items.
- **Served** as select member of management team that led growth.
- **Increased** sales 14% in 1995, 31% in 1996 and 7% in 1997.

Red River Manufacturing, Inc., West Fargo, ND (Jun. 1985 – Oct. 1994)

• ***Director of Marketing***

Orchestrated development of the live-bottom and bottom-dump trailer market across the United States. Directed marketing and sales in the southeastern U.S., including Texas east to North Carolina, Minnesota, Wisconsin and Michigan. Developed and placed advertising slicks and product literature. Coordinated important trade show participation.

Key Achievements

- **Researched** and built a dealership network in key areas of the nation.
- **Grew** personal sales territory volume to \$4.4 million.

EDUCATION, TEACHING AND TRAINING

Master’s in Management

University of Mary, Fargo, ND (2004)

Bachelor of Science in Marketing

Moorhead State University, Moorhead, MN (1982)

Licensee of the “Psychology of Persuasion” seminars through Dr. Kevin Hogan
www.psychologyofpersuasion.org/html/greg_deal.html

Dale Carnegie Sales (1991)
Action Selling (2001 & 2007)

Sales Group Leader (1993 & 1996)
Dale Carnegie Management (1996)

COMMUNITY LEADERSHIP

El Zagal Shrine, supporter of 22 Shriners children's hospitals
Chief of Staff • Board of Directors • Chief of Provost • Provost Unit Quartermaster

North Dakota State University
Co-Chair, Bison Bidders Bowl (scholarship fundraiser) • Co-Captain, TeamMaker’s Fundraising