

GEORGE T. WRIGHT III

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Marketing and Sales Training Professional

Highly successful and experienced creative leader. Superb interpersonal, motivational, presentation, verbal and written communication skills. Areas of expertise include:

- Extranet Channels / New Media Used
- Concise and Logical Product Training
- Competitive Research / Teardown / Training
- Engineering Interface for Field Advantage
- Performance Based Training
- Design Interface
- New Product Introduction
- Retail Development
- Research
- Selling

Selected Accomplishments

Sales Training and Support:

- Initiated with National Accounts a Hand Pallet Truck competitive program that resulted in a 4000 unit order from Kroger
- Trained Thousands of Sales People. Expert Presenter and Motivator. Implemented Product Training Approach, "Quick Start" to Final Performance. Trained the Trainer.
- Wrote Several Product Introduction Programs. Staged RR5000 introduction, Orlando, FL
- Implemented Performance Based Training. Criterion Referenced Instruction.
- Produced Video, Manuals, CD, DVD and Animation. On Camera Spokesman.
- Designed Specification Sheets, Bulletins, White Papers.
- Supported Design Group with Historical Truck Features and Designs.
- Provided Legal Support on Case Work.
- Developed Learning Center using Extranet. Maintained Category and Documents.

Selling Effectiveness:

- Led the Nation in Sales for Clark Equipment – East Coast Territory.
- Developed realistic market plans to support factory forecast build schedule.
- Worked with dealers to determine stock levels based on market and economy.
- Performed Dealer Operations Review by examining all profit centers and providing recommendations based on regional averages to insure viability and perpetuation.
- Fostered excellent rapport with dealers and dealer sales force.

Competitive Assessment and Response Strategy Development:

- Maintained Competitive Date Archive / Purchased and Sold Competitive Trucks.
- Established Network of Contacts for Competitive Information.

Professional Experience

CROWN EQUIPMENT CORPORATION, New Bremen, OH 1985 – 2009

Product Training Manager, New Bremen, OH 1990 – 2009

Managed sales, product and driver training. Revised and unified programs and developed new programs.

- Wrote and developed a complete Sales Training curriculum which included all phases of learning from basics to advanced. Coined Sales QuickStart
- Developed new product introductions for the dealer / branch network. Used factory and regional settings.

Professional Experience

Product Training Manager, New Bremen, OH 1990 – 2009 (Continued)

- Developed in depth competitive knowledge.
- Instilled a culture of product knowledge as an important skill to have.
- Mentored and supported all forms of knowledge and skill development.

Marketing Communication Manager, New Bremen, OH 1985 – 1990

Partnered with Advertising Department to develop product position briefs based on truck features, competitive trucks and customer type. Brainstormed and evolved collateral development for domestic dealers and branches.

- Envisioned and introduced an organization system including binders to contain marketing, training, and product brochures.
- Played an integral role in collateral layout and photography.
- Worked closely with the legal department for all approvals.

CLARK EQUIPMENT COMPANY, Battle Creek, MI 1977 – 1985

East Coast Regional Manager, Chicago, IL 1984 – 1985

Led the nation in sales by percentage of increase. Developed marketing plans.

- Advocated CSS programs to perpetuate overall sales.
- Involved in direct customer selling with creative programs and pricing structures including leasing.

Midwest Regional Manager, Chicago, IL 1982 – 1984

Promoted Clark Products to Clark dealers and customers. Filed field reports, managed expenses.

Factory Sales Coordinator, Georgetown, KY 1980 – 1982

Acted as liaison between field sales force and engineering for special requests, option pricing and general product information. Began developing Sales and Product Information with Clark.

Associate Video Producer, Battle Creek, MI 1977 – 1980

Developed and distributed video tape training to Clark dealer network. Program content included Products and Application, Clark Rental Systems, News, Service and Operator Training.

- Worked with interactive training using Sony Betamax format tape and responder machines.
- Worked on "Decathlon", Clark sponsored safety rodeo in New Orleans.

Education

Bachelor of Science: Major in Communication with Minor in English
Western Michigan University, Kalamazoo, MI

Professional Development

Instructional Module Design and Criterion Referenced Instruction
Mager Associates, Inc.: Center for Effective Performance, Atlanta, GA