



# Hristina Trifonova

Professional Sales Manager with over 10 years of experience in Telecom sales industry. Adept at developing productive relationships with local business owners and establishing new business accounts to achieve sales goals. Excellent sales and marketing knowledge with advanced skills in market development and account retention. Customer-oriented sales professional with over 15 years of experience building relationships, retaining top accounts and growing profit channels. Self-motivated leader with expertise in introducing products and implementing pricing models and inventory controls. Effective motivator identifying customer needs to deliver solutions. Tactical team builder and strategic planner with experience in consumer-based product sales verticals.

## CONTACT

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## CORE QUALIFICATIONS

- Service-driven sales
- Performance tracking and evaluations
- Rapport and relationship building
- Resolution-orientated
- Energetic
- Sales operations
- Persuasive negotiations
- Profit and revenue-generating strategies
- Key account development
- Established track record of exceptional sales results
- Sales process
- Key account management
- Business planning
- Excellent communication skills
- Recruiting and hiring
- Consultative selling
- Compelling leadership skills
- Team oversight

## ACCOMPLISHMENTS

- Member of Key Employee Program. The program includes employees identified as 'key' according to the company's goals. They

## EXPERIENCE

### Corporate Sales Manager

Vivacom - Sofia, Bulgaria

04/2013 - Current

- Manage a team of key account managers who are responsible for building and maintaining relationships with Vivacom's major business clients.
- Hire and control the training and development of the team.
- Set sales targets and control the completion.
- Maximize sales and profitability.
- Provide the team with a stimulating and supportive environment.
- Maintain and increase standards of customer service.
- Drive team performance.
- Establish and manage key relationships with customers at a senior level.
- Generate monthly and annual sales reports to determine growth and areas requiring improvement.
- Mentor employees in successful selling techniques and encouraged cross-selling additional products and services.
- Monitor sales team performance and provide training to help reach targets.

### Senior Account Manager

Vivacom - Sofia, Bulgaria

09/2010 - 04/2013

- Supervise team of 3 key account managers.
- Assist the team members with business meetings, proposal preparation, daily activities.
- Prepare sales reports and revenue prognosis of the team on daily, monthly, quarterly base
- Participate in the process of identifying new potential business accounts.
- Put in action opportunities for sales and revenues increase from existing accounts and ensure achieving sales targets.
- Sell products and services of Vivacom's product line to business accounts.
- Support a long-term, deep and profitable business relationship with the business accounts.
- Prepare proposals and negotiate contracts with business accounts.

provide strategic plan projects critical to business success through unique and innovative for Vivacom and market knowledge, through personal potential and capacity for innovative solutions.

- Created and implemented new, interactive system to monitor, gauge and project sales completion of the team.
- Developed and instituted employee trainings as part of Vivacom Sales Academy. 'Induction' and 'Refresh' trainings for new employees, 'Account management', 'Presentational skills', 'Business negotiations' for employees over 1 year in the company.

- Make regular sales calls and personal visits to existing and potential accounts.
- Prepare and make presentations of the company's products and services range

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## EDUCATION

2021

Master of Business Administration Business administration  
Cotrugli Business School - Belgrade/Zagreb

2014

Bachelor of Business Administration  
New Bulgaria University - Sofia

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## CERTIFICATIONS

- Situational Leadership - Blanchard international Bulgaria
- Strategic management - E-training centre
- Master negotiations - Development Academy
- Finance for non-financial managers - ITCE
- Highly effective presentations - Dale Carnegie training

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## LANGUAGES

Bulgarian: First Language

English:  C2

Proficient