

# Norman Couture

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## DIRECTOR OF SALES, EQUIPMENT & FOOD

*15+ Years of Experience Accelerating Revenue Growth within Foodservice Industry*

Likable relationship builder and sales leader proven in growing profitable pipelines in excess of \$1M. Consultative expert skilled in interfacing with C-level decision-makers to gather and translate customer needs into customized solutions that solve complex business challenges. Turnaround specialist skilled at driving territory expansion through relentless networking, business development, and relationship building. Strong expertise of foodservice products, goods, and equipment.

### *Areas of Expertise Include:*

- Sales Management
  - Client Service & Retention
  - Team Leadership & Training
  - Consultative Sales
  - Business Administration
  - Strategic Communications
  - Territory Growth
  - Foodservice Operations
  - C-Level Collaboration
  - New Business Development
  - Vendor Relationships
  - Autoquotes | Adobe Creative Suite
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## PROFESSIONAL EXPERIENCE

**NATIONAL SALES MANAGER** | Premier foodservice leads generation firm 2018 – 2019

**RESTAURANT ACTIVITY REPORT** Willow Springs, NC

Built a national sales portfolio covering the continental United States for a restaurant lead generation company. Oversaw brand development in both the foodservice, equipment and the POS dealer/distributor markets.

- Established brand presence in categories previously unserved by company.
- Managed and cultivated relationships with regional branches of national companies.
- Promoted products and services at industry trade shows, conferences, and events.
- Positioned organization for rapid growth and expansion.

**SALES CONSULTANT** | NATIONS LARGEST USED AUTOMOBILE DEALER 2017 – 2018

**CARMAX** RALEIGH, NC

Achieved Director's Club level Sales Consultant within 6 months at CarMax. Achieved President's Club level Senior Sales Consultant within 8 months at CarMax. Multiple Customer Satisfaction Survey awards.

- Submit finance applications and present finance options.
- Verify applicant information.
- Analyze specific documents including w2's, bank statements, utility bills and paycheck stubs to meet lender requirements.
- Making and keeping a relationship with customers for repeat business and referrals.

**NATIONAL SALES MANAGER** | Premier website design and development firm 2017 – 2017

**RESTAURANT ENGINE** Chapel Hill, NC

Built a national network of rep groups and dealers covering the continental United States for a restaurant website development company. Oversaw brand development in both the foodservice equipment market and the POS dealer/distributor market. Other responsibilities include client management oversight of website design team.

- Established brand presence in two categories previously unserved by company.
- Managed and cultivated relationships with 5 brokers and 20 associates across 23 states.
- Grew channel from zero to over 100 food service equipment vendors and POS dealers.
- Promoted products and services at industry trade shows, conferences, and events.
- Positioned organization for rapid growth and expansion.

#### **OWNER | DIRECTOR OF SALES**

2010 – Dec. 2015

##### **GSS GROUP, INC.**

Raleigh, NC

Directed all facets of self-built foodservice equipment seller with retail storefront and wide client base. Oversaw financial functions, including purchasing, P&L, accounts payable (A/P), accounts receivable (A/R) and negotiations. On-boarded trained and led team against aggressive performance metrics. Led marketing and promotions efforts to secure new clientele. Built relationships with client ownership and collaborated through NC Restaurant Services.

- Rapidly expanded business from \$0 to \$50K in monthly sales.
- Achieved 10% growth rate every month.

#### **OWNER | DIRECTOR OF SALES**

1999 – 2009

##### **MAR-ELLE ENTERPRISES, INC.**

Middlefield, CT

Built supply company from scratch, driving organic growth of product line, sales base, and vendor network. Delivered unique product suite comprised of walk-in coolers, retail shelving, custom wine racks and surveillance equipment. Managed purchasing, A/P, A/R and budget management. Negotiated with vendors to ensure competitive pricing and quality services. Hired and led crews for product woodworking, welding, and installations.

- Generated \$1.2M in annual sales, all in ground-up growth.
- Identified and capitalized on profitable market niche for walk-in coolers in liquor stores.

#### **ASSISTANT CATERING MANAGER**

1998-2000

##### **ARAMARK DINING SERVICES / UNIVERSITY OF HARTFORD**

W.Hartford, CT

Collaborated with the catering director to successfully manage campus events. Oversaw union personnel and ensured proper staffing and equipment allocation for catered events. Managed catering operations from setup to food preparation, production, and safety.

- Directed 2 managers with accountability for 25 union catering personnel.
- Provided example based leadership fostering a cohesive team delivering quality, fresh food.

#### **TERRITORY MANAGER**

1997 – 1998

##### **YANKEE MARKETERS**

Danvers, MA

Promoted and sold Kikoman Soy Sauce, Stoneyfield Farms, Samband of Iceland and up to 10 other lines. Called on major C-level decision-makers within Sysco, USFoods, Better Brands, HPC and 12 other accounts.

- Seamlessly covered territory of CT, Western MA, and Vermont.
- Recognized for outstanding product knowledge and client service excellence.

*Additional early career experience: Assistant General Manager Friendly's Ice Cream Restaurant and Sales Rep (Classic Restaurant Supply, ARS Cash Register and HPC Foodservice) Executive Chef / GM Sagefire Cattle Company*

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## **EDUCATION & TRAINING**

**Associate of Arts, Culinary Arts**  
Wake Tech Community College, Raleigh, NC

**Dale Carnegie Public Speaking Course – How to Win Friends and Influence People**  
14x Participant: 1x as an Attend and 13x as a Graduate Assistant

### **PROFESSIONAL AFFILIATIONS**

**Co-Organizer, NC Restaurant Services**  
Dedicated team focused on helping restaurants succeed