

William M. Costin

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Qualification Summary

Proven Sales and Marketing executive with a 17-year track record of maximizing sales of products and services in the automotive industry. Consistently recognized as a top performer, with expertise in building and leading sales teams to increase market penetration and achieve business objectives, while reducing costs. Strong management and leadership skills, as well as the ability to motivate professionals and maximize productivity. Demonstrated ability to build corporate level customer relationships, utilizing excellent presentation, persuasion and closing skills. Utilize an analytical approach to problem solving and planning. Extremely organized, utilizing extensive PC skills in the development of various sales reporting systems

Core Competencies

- Responsible for development of Sales Team
- Establish National Accounts with Automotive OEMs
- Lead product development process to position company as industry leader
- Exceptional sales process understanding and closing skills
- Develop and achieve aggressive sales goals and objectives
- Establish positive environment through high business and personal ethics
- Achieve highest customer and staff loyalty

Experience

Aspen Marketing Services

2002-Present

Director of Automotive OEM New Business

Responsibilities:

- Responsible for creation, sales, support, and management of new generation CRM
- Establish and maintain profitable relationships with OEM partners and Major Dealer Groups
- Drive Profitable Sales Volume to Achieve Target EBIT Performance for #1 provider of Automotive CRM
- Structure, Staff and Direct Field Organization of up to 60 Sales and Service professionals
- Developed, sold, and managed General Motors's client national direct mail campaign with sweepstakes and Co-Branding component.
- Devise Sales Incentive Plans to reward achievement of sales, retention and revenue goals
- Focus Regional Sales Directors on company objectives for sales and customer retention
- Dictate and implement positive and professional environment to attract and retain talent
- Manage Sales team performance and benchmark progress against goals through direct and indirect sales
- Responsible for reporting and analytics for all marketing/sales programs

Key Achievements:

- Ranked # 1 out of 10 in Regional Sales Performance and Revenue growth for Q1-Q2 YTD 2008
- Ranked # 2 out of 10 in Regional Sales performance and revenue growth for 2007
- Ranked # 2 out of 10 in Regional Sales Performance for 2006
- Ranked # 1 out of 10 in Regional Sales Performance for 2005
- Ranked # 1 of 12 in Region and #2 of 41 in country for personal sales performance for 2002, 2003, 2004
- Transformed worst performing region to top performing region, twice.
- Managed region with revenues of up to \$35 million and sustained annual growth rates of 8-26%.

Newgen Results Corporation

2001- 2002

Vice President OEM/Dealer Relations

Responsibilities:

- Responsible for sales, support, and management of entire Ford Motor Co and Dealer Organization relationship generating \$ 55 million in revenue
- Managed launch of new generation product, going from service reminder to automotive ownership lifecycle management
- Responsible for field sales and service organization (40 Sales Consultants)
- Responsible for all contract negotiations with Ford Motor Company

Autobytel, Inc. -RPM Division

1998-2001

Midwest Regional Sales Manager

Responsibilities:

- Establish and grew Midwest Regional Sales Team from 2 sales agents to 8 agents in one year for start up division of leading automotive internet marketing organization
- Designed Sales Presentations and collateral material for New Product Introduction/ Launch
- Recruited, hired, trained, motivated and managed Sales Team
- Conquest Market Share through aggressive prospecting and referral networking.
- Develop OEM and Trade Association Partnerships and Endorsements
- Product Sales Leadership- Ranked # 2 in personal production for 2 consecutive years while also managing Southeast Region to # 1 national ranking out of 6 regions

Key Achievements:

- Ranked # 1 of 18 in sales production for 1999
- Ranked # 2 of 26 in sales production for 2000
- Ranked # 1 in Regional Sales performance for 2001
- Recruited, hired and developed three of top four non-management sales producers in nation and lead transition from worst producing region to top producing region, surpassing 5 other regions
- Grew regional revenues by over 35% annually.

Ford Motor Company

1992-1997

Vice President Automotive Strategies

Responsibilities:

- Develop Industry leading Five Star Retail Certification Program for Ford Motor Co
- Evaluate and develop CRM automotive retail best practices in Sales, Internet & Service
- Develop retail mapping process to understand customer touch points during ownership
- Develop retail training standards in areas such as sales, service, prospect/lead management, CSI, e-commerce, sales training, service training, and product training
- Piloted CRM prospect/owner in-market modeling using dealer data
- Developed process map to address lease renewal opportunities
- Responsible for vendor evaluation and selection
- Served as subject matter expert providing strategic input on content