

MARILYN P. BOUCHER

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RETAIL SALES MANAGER

Profit-driven professional with a passion for building best-in-class retail operations through outstanding customer service and sales-focused leadership

Highly accomplished manager with a proven track record of driving growth and profitability in under-performing retail establishments. Quick study, capable of developing and executing targeted business initiatives that drive sales, increase customer growth, improve retention levels, and boost bottom-line profits. Reliable performer with a history of consistently exceeding sales and revenue goals.

CORE LEADERSHIP QUALIFICATIONS

- Revenue & Profit Growth
- New Business Development
- Sales & Marketing Strategies
- Special Events & Promotions
- Turnaround Management
- Customer Acquisition & Retention
- Teambuilding & Leadership
- Performance Management
- Inventory Management & Control
- Relationship Management
- Profit & Loss (P&L) Management
- Gross Profit Optimization

PROFESSIONAL EXPERIENCE

WEIGHT LOSS INTERNATIONAL (formerly Pacific Weight Loss), Marietta, GA

2004 to 2008

CENTER MANAGER

Brought on board to manage the re-opening, brand makeover, and turnaround of this failed health center franchise that had recently resumed operations, under a new trade name, less than one year after abruptly closing under its original name. Hired a team of two sales consultants and one assistant manager tasked with meeting aggressive goals for customer acquisition and revenue growth, despite significant challenges posed by a negative public image. Oversaw all aspects of day-to-day business operations with a primary focus on providing ongoing staff training and development to improve their competency in the areas of consultative selling and customer service.

Sales, Revenue & Profit Performance:

- Led highly successful team initiative that resulted in the upgrade of 40% of the customer base from a standard one-year membership (priced at \$324.00) to a platinum maintenance program (priced at \$584.00).
- Drove a 20% increase in up-front sales of nutrition bars by proactively selling the benefits of bulk discount. In addition to moving more product, this also reinforced member commitment to the program.

Customer Acquisition & Retention:

- Successfully recruited back 20% of former club members through proactive outreach, overcoming tremendously high levels of resistance and dissatisfaction.
- Introduced referral bonus program that provided members with a \$50 in-store credit for introducing new members that joined for a minimum of 4 weeks.
- Maintained a 50% close rate for converting guests to customers, well ahead of the 30% company expectation.
- Achieved an impressive 80% rate of member retention, significantly ahead of 58% target goal, through proactive customer database management and continual staff development in the area of customer service.
- Hosted two open-house membership drives that featured food prepared from company cookbook recipes.

Inventory Management:

- Reduced shrink from over 12% to less than 2% (below industry standard of 4.5%) by implementing stringent controls for inventory management and product rotation.
- Implemented an automated inventory tracking system that provided optimal product replenishment and ordering levels, which minimized product expiration and maximized sales.

METABOLIC RESULTS INC., Atlanta, GA

1999 to 2003

CENTER MANAGER

Hired to turn around and restore growth and profitability to this foundering weight loss center that was struggling from low sales and declining staff performance as a result of poor previous management. Rebuilt, trained and motivated staff of eight sales consultants and provided them with the leadership, vision, and direction to continually improve the level of customer service and optimize sales productivity. Prepared and submitted weekly management reports including P&L, sales, payroll, inventory.

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METABOLIC RESULTS INC. (Continued)

Sales, Revenue & Profit Performance:

- Built center into the #1 performer in the state of Georgia (up from #12 out of 32 centers) within the first 9 months. Maintained this top position throughout tenure.
- Achieved new national performance benchmark as the first center to hit the \$100,000 monthly revenue goal, the only center to accomplish this within the two-month window provided.
- Upgraded 50% of customers to a *Winner's Circle* membership plan priced at an annual premium of \$200 above the standard membership plan rate.
- Increased up-front product sales by 20% by educating members on the nutritional benefits of products and aggressively promoting the cost savings of purchasing products in bulk.

Customer Acquisition & Retention:

- Successfully closed 70% of new prospects, well ahead of the club's aggressive target of 50%.
- Attained 88% member retention, 33% ahead of the company average rate of 47%.

Inventory Management:

- Implemented stringent inventory and order controls that optimized turn, eliminated non-moving products from stock, and enabled center to maintain a healthy monthly profit margin of 30%.

HEALTH NATION LTD., Athens, GA

1996 to 1999

SALES CONSULTANT

Aggressively prospected potential customers through disciplined cold calling and proactive follow-up, with the goal of scheduling in-house appointments. Conducted initial in-house consultations to sign up new members and provide them with ongoing support and motivation to strengthen their commitment and spark additional sales of maintenance products.

Top-Percentile Sales Performance:

- Consistently recognized as a top-percentile sales performer throughout tenure.
 - Ranked #1 in the center (out of 3-4 consultants) and #3 in the 12-center region (out of 36-48 consultants).
 - 12-time recipient of "Sales Achievement Award" over 3-year period for top quarterly sales performance within the center.

Customer Acquisition & Retention:

- Achieved highest rate of referrals, which accounted for 25% of new business, by building strong rapport and trust with club members.
- Attained a 95% rate of member retention, well above the 40% company requirement and the 45% center average, through proactive follow-up with members who hadn't checked in for a 3-week period.

EARLY CAREER EXPERIENCE:

Early career roles, prior to a 5-year employment hiatus devoted to raising two children, include positions as a secretary/office administrator with a manufacturer solar energy packages and as line cook/chef with a popular take-out restaurant. Honed sales, communication, and interpersonal skills in these early engagements to form the foundation for subsequent career successes in sales and retail sales management. Consistently exceeded performance expectations in each of these early positions.

TRAINING & EDUCATION

How to Win Friends and Influence People – Dale Carnegie, 8-week course

Weight Loss University Manager Training – Metabolic Results Inc., 8-week course

Sales Mastery I & II – Joe Winner, Two 4-week training sessions

Introduction to Microsoft Word – Athens Technical College

College Prep Program – Melbourne High School, Graduate