

# Evelyn L. Crider-Hall

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## INDUSTRIAL SALES PROFESSIONAL

**PROFILE** A seasoned professional and effectual leader with a proven ability to exceed sales quotas:

- Over 30 years of strong outside sales experience for a Fortune 100 company
- Over 15 years of technical selling to a diversified OEM market
- Over 15 years experience in market focused selling to the Flexographic Printing Market
- Powerful but gentle closing abilities
- Passion for gaining personal relationships with end user and distributor clients
- Creative “Out-of-the-Box” Thinker
- Ability to communicate effectively with all organizational levels

## EMPLOYMENT

1987 – 2009      **Senior Account Representative: Flexo-Print & Converter Mkts Specialist**      3M Company

Sold 3M Platemounting Tapes, Splicing Tapes, Label Stock ,and related industrial products to the flexographic and commercial printing markets. .Provided technical assistance to both the end-users and a network of market-focused distribution. Successfully managed a territory which spanned from 3 to 11 western states. Also sold wide web laminating adhesives, films, etc to die-cutting and silk-screening converters..

Facilitated new product development, trouble-shooting of customer applications, conducted seminars and product training/demos, conducted market testing of new products and overall promotion and sales of products and services within designated territory

### *Key Achievements*

- Frequently earned recognition for top sales performance nationally within the Industrial Sector
- Generated average sales increases of over 25% consistently for over 5 years
- Contributed to the market development of over 6 new 3M Platemounting products for US and OUS.
- Won 2 “HERO” Sales Awards for exceptional sales performance within last 3 years
- Created a Sales Lead Promotional Program for my Converter Markets sales assignment; which resulted in sufficient sales growth to win Mexican Cruise for entire sales team.

1974 – 1987      **Account Representative**      3M Company

Sold 3M Fasteners, Cushioning Products, Sound Dampers, Double-Coated Tapes, Adhesives,etc to .a widely diversified OEM market within an L.A. based territory.

Responsibilities included technical or specification selling to design engineers, production and plant managers, conducting seminars, training and trouble-shooting end-user applications.

### *Key Achievements*

- Professional Society of Imagineers Award/Inductee
- Winner of Wonewok Lodge Incentive trip for exceptional sales growth
- Exceptional sales growth of over 50% attained for over 5 years
- Exceptional prospecting skills to find new applications for innovative new products

1972 – 1974      **Sales Coordinator**      3M Company

Liason between 3M Printing Products Division sales team and authorized 3M distributors. Processed and expedited orders. Coordination of sales meetings, trade show presentations and direct mail promotions; telesales for lead and appointment generation.

- Received recognition award for exceptional efficiency in assisting sales growth.
- Received advancement to outside sales within 15 months of 18 month required time for first 3M job assignment

## **EDUCATION**

Bachelor of Arts Degree in Business Education – California State University, Los Angeles, CA

Flexographic Training Completion Certification – Fox Valley Technical College, Appleton, WI

Flexographic Training Completion Certification-Clemson University, Clemson, SC

Member of FFTA (Flexographic Technical Association)