

David L. Birka

507-250-1000 • david@davidbirka.com • www.davidbirka.com • dbirka.homesrochestermn.com

Accomplished marketing professional with over 20 years of sales success in corporate environment, accolades include, “Gold Club” and “Rep of the Year.” Core competencies of organizational dynamics has provided proven ability to successfully engineer win/ win solutions to key decision-makers in both internal and external customer/ supplier relationships, consistent performance in meeting and exceeding sales goals and objectives within strategic plan, while maintaining high customer satisfaction and retention.

EXPERIENCE

2002 – Current

Coldwell Banker At Your Service Realty, Rochester, MN

Residential Real Estate Consultant/ REALTOR®

- Specializing in new and existing residential sales in Rochester and SE Minnesota
- Million dollar producer
- GRI, Graduate of the REALTOR® Institute, CNS, Certified Negotiation Specialist
CIA, Certified Internet Agent, ABR, Accredited Buyer Agent, Lending Tree Certified,
HUD Certified Agent, Coldwell Banker Relocation Specialist
- *Maplewood Homes, L.L.C.*, builder representative

1989 - 2002

AT&T Wireless Business Services, Rochester, MN

Growth Markets Senior Territory Account Executive

- Pioneered regional sales office for wireless voice/ IP data network service provider, positioned as a world leader
- Managed 120 active accounts, and acquired new account relationships within small to midsize vertical markets including, government, medical, and Fortune 500 companies, to meet and exceed 105%-158% of quota each year
- Leveraged collaboration of internal customers to help manage high-level corporate accounts with retention and deliver 100% growth objectives
- Demonstrated ability to prospect, cold call, network, research, and use effective listening skills to present technical data in a simplified format
- Responsive to client issues to build trust, and ensure repeat business and referrals
- Assisted with the selection and mentorship of new employees
- Administered trade shows, and other public relations events to gain maximum impact
- Participated in corporate sponsored training and personal improvement programs
- Focused and flexible in ever-changing work environment and marketplace
- Skilled at working independently in virtual and team environments
- Experienced with *Microsoft Excel, PowerPoint, Word, and Outlook* applications

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AT&T Wireless Business Services - KEY ACHIEVEMENTS

- Secured over 50 regional/ national account agreements, including 45K commitments 2002
- *AT&T Top Performer* (Per Quota Segment- Central Region) 2001
- *AT&T Gold Club* (Minnesota District) 1999
- Established sales record of 590% of plan (Market District) 1997
- *AT&T Rep of the Year* (Market District) 1996
- *AT&T High Customer Retention Award* (Market District) 1996
- *AT&T Rep of the Year* (Minnesota District) 1992
- Six Nominations for *AT&T Circle of Excellence*

EXPERIENCE

1986 -1989

Midwest Communications, Inc. / WCCO-Television, Rochester, MN

Account Executive

- Achieved record sales growth in regional CBS-Television affiliate
- Involved with media plan development, script writing, story board creation and production
- Negotiated with advertising agencies for advertising rates and spot placement
- Posted highest account average revenue in regional market district June 1987

EDUCATION

1985

St. Cloud State University, St. Cloud, MN

Bachelor's Degree, Marketing/ Public Relations; Minor: Graphic Design

- Huthwaite, Inc., *Making Major Sales: SPIN Selling*, (Certification) 2000.
- Dale Carnegie & Associates, Inc., *Sales Advantage*, (Certification) 1998.
- Tom Hopkins International, *The Best of Tom Hopkins*, (Seminar) 1998.
- Miller Heiman, Inc., *Strategic Selling*, (Certification) 1997.
- The Management Center- University of St. Thomas Minnesota, *Negotiation Skills: Win/Win Solutions*, (Certification) 1996.
- Bay Group International, *Situational Sales Negotiation*, (Certification) 1996.
- Learning International, Inc., *Interpersonal Management Skills*, (Certification) 1995.
- Roger Dawson, *Secrets of Power Negotiating*, (Seminar) 1994.
- Covey Leadership Center, *Principle-Centered Leadership*, (Seminar) 1993.
- Organizational Dynamics, Inc., *The Quality Advantage*, (Certification) 1992.
- Learning International, Inc., *Professional Selling Skills III*, (Certification) 1990.
- Brian Tracy Learning Systems, *The New Psychology of Selling*, (Seminar) 1989.
- Anthony Robbins Research Institute, Inc., *Mastering Persuasion Techniques*, (Seminar) 1987.