

Rhys O'Rourke
Baldivis, Perth Western Australia
0427 855 323
rhysorourke97@gmail.com

Summary:

Motivated and experienced sales professional with over 7 years in the material handling industry, specialising in forklifts, lift trucks, warehouse equipment, pallet racking, and industrial warehouse storage. Proven track record of achieving top sales results, fostering strong business relationships, and delivering exceptional customer experiences. A proficient communicator and negotiator, adept at building rapport with customers and adapting to diverse situations. Currently seeking a challenging full-time role to leverage sales skills and experience for career advancement and to maximise earning potential.

Key Skills & Attributes:

- Sales & Business Development
- B2B Retail & Corporate Sales
- Industries Sold to: Mining, Construction, Engineering, Wholesalers, Manufacturers, Retail, and Corporate
- Customer Relationship Management & Account Management
- Communication & Negotiation
- Time Management & Organization
- Quick Learning & Adaptability

Work Experience:



Territory Manager

Allied Forklifts Pty Ltd · Full-time
Feb 2024 - Present · 1 yr 1 mo
Malaga, Western Australia, Australia · Hybrid

Responsibilities:

Drive business growth by nurturing existing client relationships and securing new long-term hire agreements.
Manage and expand a defined territory and client base, ensuring high levels of customer satisfaction.
Identify and capture new sales or rental opportunities, focusing on long-term equipment hire.
Conduct regular face-to-face meetings with clients to understand their needs and offer tailored solutions.
Perform product demonstrations and provide expert advice on a variety of equipment, including forklifts, scissor lifts, telehandlers, and container handlers.
Consistently achieve and exceed personal performance goals, contributing to the overall success of the hire division.

🔒 Warehouse Operations, Lift Trucks and +7 skills



Forklifts for Sale | Allied Forklifts
Forklifts for Sale or Hire!



Area Sales Manager

Forklifts Direct Pty Ltd · Full-time
Nov 2023 - Feb 2024 · 4 mos
Perth, Western Australia, Australia · On-site

As an experienced Area Sales Manager in warehousing, logistics and industrial storage solutions, I help customers find the best solutions for their goals.

I'm a hunter with a knack for negotiation and a passion for chasing the next big deal. I also have a great sense of humour, which helps me handle tricky situations with ease.

- New and Used Forklifts
- Electric Walkie Straddle Stackers, Walkie Reach Stackers
- Electric, LPG, Diesel Counterbalance Forklifts
- Stand Up, Counterbalance and Rough Terrain 2WD/4WD
- Buy, Rent or Lease options

Skills: Forklifts · Lift Trucks · Warehouse Optimisation · Territory Account Management · Sales



Project Consultant

Storite Systems · Full-time

Mar 2023 - Nov 2023 · 9 mos

Perth, Western Australia, Australia · Hybrid

Specialised in designing, supplying, and installing pallet racking and industrial storage systems Australia wide.

Leveraged extensive experience in the material handling industry, conducting surveys in thousands of warehouses, to consistently deliver tailored storage solutions for clients.

Responsibilities included:

- Dismantling, relocating, and installing industrial storage systems, whether new or existing setups.
- Creating AutoCAD drawings and pallet racking floor plans.
- Conducting warehouse planning and optimization.
- Offering complete warehouse solutions, including selecting the most suitable forklift and other material handling equipment tailored to each customer's individual requirements.

Skills: Sales · AutoCAD · Warehouse Optimisation · Sales Prospecting · Pallet Racking & Industrial Storage Installation



Territory Manager

Crown Equipment Pty Ltd - Australia · Full-time

Sep 2017 - Feb 2023 · 5 yrs 6 mos

Australia

Responsible for exceeding set budgets by nurturing existing clients and securing new business, offering materials handling and warehouse solutions.

- Effectively managed a defined territory and client base.
- Actively Identify new sales or rental opportunities with consistently secure their business.
- Professionally execute a minimum number of product demonstrations per month.
- Conduct face to face contact calls with customers on a daily basis.
- Achieved and Exceeded monthly order intake and ensure sales and gross profit targets are met.

Skills: Sales · first-class communicator · Negotiation · Sales Prospecting · Territory Management



Sales Executive

Crown Equipment Corporation

Sep 2017 - Apr 2019 · 1 yr 8 mos

Skills: Sales · Sales Strategy · Strategy



Sales Agent (2IC)

TSA Group - Australia · Full-time

Jun 2016 - May 2017 · 1 yr

Perth, Western Australia, Australia · Remote

Sales Agent: Phone based selling (Telemarketing), predominately selling mobile phones, tablets, internet modems, phone plans ect for Telstra Retail customers. Combination of both existing customers and cold calling to achieve sales targets.

2IC Coach: Trained junior and low performing sales agents to increase sales results. Improved overall sales approach, tactics (closing) and customer relationship skills to achieve increased sales.

Skills: Telemarketing · Sales · Closing Contracts · Cold Calling · 2IC · Sales Coaching

Education & Certifications:

- Ocean Reef Senior High School (Graduated Year 12 - 2014)
- LF Forklift Licence – Any size industrial forklift under LF class

Technology Skillset and Software Capabilities:

- CRM's: HubSpot, PipeDrive, SAAP, Siebel, Transact, AS400,
- Microsoft Office Suite (Word, Outlook, Excel, PowerPoint),
- Adobe Photoshop & Other Photo Editing Software
- Google Chrome/Microsoft Edge,
- Mac OS X & Windows, iOS & Android mobile devices.

References:

Available upon request.