

# Sales Manager

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## SUMMARY

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Sales manager with eight years leading B2B teams of 8 to 12 reps, lifting team quota attainment to 112% and cutting new-rep ramp time by a third through a structured coaching and forecasting cadence built in Salesforce.

## EXPERIENCE

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### Regional Sales Manager, Meridian Industrial Supply

2021 – Present

*City, ST*

- Led a team of 11 account executives to 112% of a \$14M regional target across two consecutive fiscal years.
- Reduced new-rep ramp time from nine months to six by standardizing a 90-day onboarding scorecard.
- Improved team win rate from 21% to 29% by installing weekly deal-inspection and pipeline-review sessions.
- Held voluntary rep attrition under 8% through quarterly development plans and clear promotion criteria.
- Tightened forecast accuracy to within 5% of actuals by enforcing opportunity-stage discipline in Salesforce.
- Promoted three reps into senior and enterprise roles by building individualized coaching tracks.
- Grew average deal size 18% by coaching the team to lead with multi-year and bundled proposals.
- Recovered a stalled \$2.3M strategic account by personally co-selling alongside the assigned rep.

### Sales Team Lead, Cascade Media Solutions

2018 – 2021

*City, ST*

- Managed a six-person inside-sales pod to 119% of a \$4.8M annual quota in the most recent year.
- Built the team's first call-coaching rubric and ran weekly listening sessions that lifted demo-set rates 24%.
- Cut average sales cycle by 11 days across the pod by templating discovery and close-plan steps.
- Onboarded eight reps over three years with a structured shadowing path and live-call certification.
- Designed a tiered comp accelerator that pushed three reps past 130% of quota in the same quarter.
- Reported weekly pipeline health to leadership, flagging slippage early enough to recover 14 at-risk deals.

## EDUCATION

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### Bachelor of Science in Marketing

2010 – 2014

*State University — City, ST*

## SKILLS

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Team quota management · Sales coaching · Pipeline review · Forecasting · Rep onboarding and ramp · Talent retention · Compensation design · Salesforce administration · Territory planning · Deal strategy and co-selling · KPI dashboards · Cross-functional alignment