

Sales Representative

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SUMMARY

Quota-carrying sales representative with six years closing B2B deals across SMB and mid-market, averaging 118% of annual quota and growing a self-sourced pipeline that produced \$2.4M in closed-won revenue last fiscal year.

EXPERIENCE

Account Executive, Vantage Software Group

2022 – Present

City, ST

- Closed \$2.4M in new-logo revenue against a \$2.0M target, finishing at 118% of annual quota.
- Built a self-sourced pipeline of \$5.1M by booking 12 to 15 qualified discovery calls each week through cold outreach.
- Shortened the average sales cycle from 74 to 58 days by introducing a mutual close plan into every opportunity.
- Maintained a 31% win rate on qualified opportunities, eight points above the team average of 23%.
- Grew average contract value 22% year over year by leading multi-stakeholder deals into annual commitments.
- Logged every touch in Salesforce, keeping forecast accuracy within 6% of actuals for four straight quarters.
- Earned President's Club placement by ranking third of 19 reps on net-new bookings.

Sales Representative, Pioneer Distribution Co.

2019 – 2022

City, ST

- Hit 124% of a \$900K territory quota in the final year by expanding 40 dormant accounts back to active buyers.
- Added 65 new accounts across a four-county territory through field visits and trade-show follow-up.
- Lifted reorder frequency 19% among top accounts by setting a recurring quarterly business-review cadence.
- Managed 200+ active accounts in HubSpot with a disciplined follow-up sequence that kept zero leads cold.
- Negotiated volume pricing on 30 large orders while protecting a 38% blended gross margin.
- Ranked first in the region for two consecutive quarters on percentage of quota attained.

EDUCATION

Bachelor of Business Administration

2015 – 2019

State University — City, ST

SKILLS

Quota attainment · Pipeline generation · Salesforce CRM · HubSpot CRM · Consultative selling · Discovery and qualification · Negotiation · Cold outreach · Account expansion · Forecasting accuracy · Trade-show prospecting · Mutual close plans