

Senior Sales Account Manager | Business Development | Revenue & Company Growth**SUMMARY**

Proven Senior Level Sales Account Manager who is innovative, accomplished and bottom-line driven with a comprehensive background overseeing multiple accounts with an exceptional track record as a top sales performer. Possesses a solution selling approach with superior customer relationships in retention and renewal practices. Known company-wide for analyzing, developing and executing key staff training program that increased revenue by \$1M within 18 months which has a 2016 projection of \$5M. Respected a trusted advisor who is highly recognized as a driving force who reports directly to the President of the company. Keen business acumen to propel a company with excellent customer service, revenue generating strategies and overall business development growth. Highly focused, goal-oriented, motivated and personable business development and team leader who is focused on milestone and achievement and believes in having a master plan; yet, remains agile. Achieves success with a mindset that 'It's easier to keep a customer than to find new ones!'

CORE COMPETENCIES

- Sales Account Manager, Executive
- Territory and Account Leadership
- Key Client Account Management
- Sales Team Coordination
- Pipeline Planning Methodologies
- Organizational Development
- New Business Development, Closing
- Existing Account Upselling
- Revenue Growth, Outcome Based Results
- Customer-Centered, Retention & Renewals
- CRM Navigation, Database Management
- Contract Negotiations
- Investor Relations, Partnerships
- Marketing Strategy & Development
- Staff Education, Training Models
- Human Resources: Interviews & Screening

EXPERIENCES**XXX XXXXXXX, LLC, XXXXXXX, PA****2012 - Present****Lead Sales, Account Manager**

Reports directly to the President of the company XXX XXXXXX is a SaaS platform providing stock analysis to professional and individual investors on a subscriber basis. Has contributed significantly to company success generating 100k+ monthly in revenue (approximately 1/3 of all monthly business). Recently charged as a leader of a 5-person sales team. Identifies new business partners, builds market position, and negotiates and closes business relationships with a consistent 75-80% subscriber renewal rate.

- Business Development: Leads sales efforts by initiating conversations for new product launch with companies such as Apple, Yahoo, and Google.
- Designed and executed critical training program to ensure new subscribers are trained and equipped with the knowledge and insight to succeed using the Stock Research Tool. Program recognized as the key customer retention tool for subscribers to realize immediate ROI.
- Key contributor to the company's top features (Options, Earnings and ETF's) and offers direct interaction with new and existing subscribers for existing and new products.
- Manages all incoming sales calls following the broadcast of Chaikin Webinar Series as well as initiates numerous outbound calls to each attendee/registrant resulting in increases sales.
- Financials: Responsible for the processing of sales including payments and billing.
- Human Resources Responsibilities: Interviews and screens potential candidates; works closely with HR.
- Staff Training & Development: Trains new hires on processes and systems resulting in new hire ability to succeed without delay for the growth of the company.
- Customer Service: Provides exceptional support to incoming callers from growing subscriber base as well as provides in-depth technical assistance.
- Responsible for contacting warm leads (novice and professional investors) within the database for the success of converting to closed sales (new subscribers).
- CRM Management: Utilizes extensive CRM system to actively maintain subscriber relationships.

XXX XXXX X Real Estate, XXXXX, PA

2005 – Present

Realtor

Provides full Real Estate services for one of the nation's leading agencies. Successfully closed \$1.6M+ of transactions in 2006, and \$3.6M in 2007. Nominated to participate in the office Agent Leadership Council; recognized as a leader in converting floor calls into closed business. Adheres to the professional and confidential practices as defined by the National Association of Realtors.

- Specializes in residential as a buyer and listing agent; coordinates appointments, educates clients on the current real estate market and guides sellers and buyers through the home buying/selling process.
- Writes contract documents, purchase agreements and listing agreements.
- Leads monthly group meeting to assist agents in improving phone skills to increase their productivity.

XXXXX XXXXX XXX, Chester Springs, PA

2001 - 2008

Marketing, Advertising Director,

Responsible for a three-unit restaurant group shortly after 9/11 to strategically reintroduce the restaurants to the local community. Successfully turned around business growth as the restaurants are now recognized as some of the premier dining facilities in the area.

- Developed and managed targeted direct mail campaigns; analyzed response rates (approximately 6% per campaign in comparison to a national average of 1%).
- Coordinated in-house branded promotional materials; oversaw website including web generated customer inquiries.
- Collaborated with advertising outlets for campaign development and media buys.
- Instrumental in creating client database for efficient and effective communications.
- Decreased company costs by resolving numerous small repair/maintenance issues.

XXXXX XXXXXX XXXXXXXX Solutions, Inc., XXXXX, PA

2000 - 2001

Inside Sales

Successfully marketed real-time data capture and ERP integration software to introduce the product as a productivity and profitability tool for major manufacturing companies throughout USA & Canada. Also, represented the company at trade shows in the U.S. and maintained the company database.

XXXXXX, Inc., XXXXXXX, MD

1996 – 1998

PR Director

Jetblast is a manufacturer of a DIY plumbing product which sold primarily through QVC & HSN television channels. Responsible for public relations outreach ensuring monthly coverage of the company and its founder in notable local media outlets (Baltimore Sun and Baltimore Magazine). Represented the companies and products at trade shows (Los Angeles Green Expo and Chicago Home Show).

EDUCATION

Bachelor's Degree, Literature & Theater, Cabrini College, Radnor, PA, 1999

TECHNOLOGY/TECHNICAL SKILLS

Software, Proficient in Mac OS, PC, InfusionSoft, TalkDesk (VOIP), Spreadsheets, Word, Pages
Design and Layout (Basic)

HONORS/AWARDS

Inducted into the National Literature Honor Society, Lambda Iota Tau, 2000