

Felix Greenholt

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EXPERIENCE

SENIOR GENERAL BUSINESS SALES EXECUTIVE

Boston, MA

01/2016 – present

- Manages all phases of the customer lifecycle from business development, through deal closure and post implementation account management
- Pipeline Development through direct and personal outbound effort; Pipeline Development through collaboration and coordination with SAP resellers
- Demand Generation, Pipeline and Opportunity Management
- As a sales specialist develop, qualify, progress new opportunities through the sales cycle forecast and close deals end to end to meet or exceed quota
- Solution/ Industry specialized Business Development
- Account and Customer Relationship Management, Sales and Software License and Cloud Subscription Revenue
- Ensure proper coverage of the territory through territory planning in collaboration with lead generation team in SAP, marketing and Partners

BUSINESS SALES SPECIALIST

Detroit, MI

01/2009 – 08/2015

- Key partner to the store leadership team to improve productivity and operational efficiency
- Generate new leads and build relationships to drive margin and improve the store's team productivity and operational efficiency
- This role reports directly into the store manager to support retail's strategic initiatives
- Create new and different ways to engage customers and drive business
- Create a culture of business partnerships by mentoring and educating team members on small business sales training
- Foster relationships locally through in-store SMB events that drive networking and brand awareness within the community
- Lead virtual teams to develop larger proposals utilising sales methodologies and processes as directed by the company

BUSINESS SALES ANALYST

Phoenix, AZ

02/2006 – 10/2008

- Run customized customer reports to support CCM/CBM in analyzing current business to include Vendor Performance Scorecards, weekly, monthly and Year To Date POS, Market Basket Data
- Maintain standard reports to track business (Lost Sales, In-stock %, Fill rates etc.)
- Identify opportunities to improve business with Replenishment team
- Diagnose success of promotional activities
- Identify opportunities and improve business with Replenishment team (is this Walmart only or does it work across customers)
- Identify opportunities and improve business with Replenishment team
- Pre-sales support - completing credit checks, compiling information about customer (existing TELUS services, etc) and participation in TAS/Bid reviews to support future contracts

EDUCATION

UNIVERSITY OF TENNESSEE

Bachelor's Degree in Related Field Preferred

SKILLS

- Have excellent verbal and written communication skills and a high-level attention to detail
- Driven to get results through influencing a team. Strong people and presentations skills, and excellent written and verbal communication skills
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- Ensuring that all administration and written documentation produced by self is of an excellent standard
- Maintain in depth product knowledge with an understanding of the USP for each product
- To maintain high knowledge of own product and services, and of those offered by key competitors
- To generate strong relationships with key and or senior people within customer and prospect base
- Building a solid platform (pipeline) for future achievements of targets and key objectives
- Able to share persuasive and influential messaging to small and large groups
- Qualify all opportunities in the pipeline using sales methodologies utilised by the company and utilise to develop an accurate forecast as requested