

Ronald Collado

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SALES & ACCOUNT MANAGER

8+ Years of Experience Delivering Over-Quota Sales Performance & Leading Team Revenue Growth

Goal-driven, tenacious sales and management professional demonstrating award-winning sales record in highly competitive industries. Strong leader and team player; excellent motivational skills to build and sustain forward growth momentum while motivating peak individual performance from team members. Experience in managing all phases of sales development cycles, from prospecting and cold calling through detailed presentations and negotiation to closing and follow-up activities.

**Account Development / Customer Relationship Building / Multi-Level Sales Growth
Sales Training & Team Leadership / Region & Territory Expansion / Sales Presentations
Negotiation & Closing Activities / Solution & Consultative Sales Models / Account Retention
Customer Service Delivery / Financial & Investment Strategies / Product Research & Evaluation**

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, SALES
ABC FINANCIAL, New York, NY

2002 – Present

Trained and directed team of 6 brokers in the fulfillment of business development and client management objectives. Oversaw all phases of sales cycle, from prospecting and lead generation to negotiations and closings; analyzed and pinpointed investment opportunities for individual clients through extensive research efforts. Maintained uncompromising focus on service delivery to ensure long-term relationships.

Selected Accomplishments:

- ❑ Consistently ranked in **top 5** company-wide for sales production among staff of **600+** brokers, bringing in **\$3.5 million** in gross commissions throughout tenure.
- ❑ Contributed to success of supervised brokers through hands-on training and mentoring, leading team that generated **\$13 million** in commissions.

VICE PRESIDENT
BAYSHORE FINANCIAL, New York, NY

2001 – 2002

Supervised team of 12 brokers in account prospecting and development activities. Conducted in-depth research on stocks and related topics to provide best recommendations for clients. Mentored team members and provided assistance with complex/escalated client issues. Authorized sign-off on large transactions.

Selected Accomplishments:

- ❑ Led team to produce **\$10-12 million** within 1.5-year period, earning commendations from upper management for leadership performance.
- ❑ Contributed **\$2 million** in gross commissions and provided exemplary service for clients, leading to stronger portfolios and excellent retention.

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