

PAYTON WEBSTER

CSP with 10+ years in global sales

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Los Angeles, CA

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ACHIEVEMENTS

Increased inbound sales success rate by 30%

By combining new demo practices and mapping out data-driven acquisition funnel in real-time

Achieved top 5% sales ranking

By volume and quota for two years in a row

EXPERIENCE

Sales Manager

Rolfson

2016 - Present Los Angeles, CA

Rolfson is an all-in-one collaboration tool, that looks like a spreadsheet but provides powerful functionalities for a comprehensive ERP solution.

- Exceeded sales target standards by an average of 44% in an ultra-competitive ERP software niche during the first year
- Developed three previously unused customer acquisition channels: social, email, inbound sales to grow potential customer database by 450%
- Consolidated the clients territory and grew the sales in new clients by 35% of the sales accomplished

Sales Specialist

Crist

2014 - 2016 Los Angeles, CA

Crist is a young and ambitious company offering professional development services to clients around the world. I am responsible for UX and UI design of banking and financial products for the Orwell Group.

- Designed & developed website for online editor <http://3dhomeonline.com/editor>
- Achieved 100% user approval rating of world-class application redesign
- Responsibility for establishing a lean, user-centered design process and culture across a digital team of 6
- Worked on a team of 6 to build an educational app that teaches electrical engineering concepts to kids

Sales Representative

Dufour

2010 - 2014 Los Angeles, CA

Dufour is a company, which helps ambitious senior managers with entrepreneurial dreams launch successful technology-driven businesses, built to scale.

- Assigned as one out of 10 key advising representative for top tier merchants for a new product line
- Facilitated \$600,000 worth of new business annually after implementing new direct sales strategy
- Personally responsible for 75 and 120 new accounts in 2011 and 2012 years through cold calling
- Nurtured, managed, and grew a \$2.1 million customer database as an account manager over three years

EDUCATION

Strategic Marketing

University of California, Berkeley

2006 - 2012

CERTIFICATION

Software Processes and Agile Practices

University of Alberta

Client Needs and Software Requirements

University of Alberta

SKILLS

Soft Set

Negotiation Networking Relationship Building
Maximizing Sales Cold Calling Forecasting

Tech Stack

Salesforce Propeller CRM Pipedrive Hellosign
WebEx

STRENGTHS

Connecting with people

People feel comfortable with me and my ability to show empathy. This helps with the customer support and constantly thinking of the end client in my work.

Presenting & Public Speaking

Most comfortable in front of an audience, I have been presenting 7-10 times per week in front of clients and at sales conferences and seminars

Active Listening

Successfully managed a client portfolio of over 20 ensuring frequent touch points and regular status meetings to ensure continued loyalty by hearing and exceeding their needs