

Senior Sales Manager

PAUL ROCKLEY

SUMMARY

A self-starting, goal-oriented and seasoned Sales professional with years of experience in Sales, Marketing and Business development. Able to introduce new products, increase market shares in a competitive industry, luring business from the competition, absorbing and retaining detailed product knowledge and building a loyal clientele. Capable of handling and delivering all aspects with proven success.

WORK EXPERIENCE

- 2012-04 - Present **Senior Sales Manager**
World Wide Technology
- Giving corporate sales presentations/webinars.
 - Promoting the services through internet marketing, cold calling, and networking.
 - Hiring and training the Sales staff to increase/generate the sales/leads by 75%.
 - Performing marketing analysis to qualify the potential clients, and provide them with a customized plan needed to drive the overall sales, and increase the revenue.
- 2007-05 - 2012-03 **Senior Inside Sales Manager**
HubSpot
- Sold, closed and marketed the financial services and payment solutions B2B (C-level).
 - Ranked in the top 5% in sales and appointment booking.
 - Consistently exceeded the monthly/quarterly quotas.
 - Delivered high cold calling, appointment booking, and closing ratio.
 - Hired, trained and managed the Inside Sales Representatives, including the leads, and the inside sales tracking reports.
 - Increased the new product sales by over 150% by coordinating with over 50 Affiliate NACM.
 - Planned and attended tradeshows, networking groups, and various business events.
 - Proposed and implemented new marketing and inside sales ideas to increase the overall sales.
- 2003-03 - 2007-04 **Corporate Sales Manager**
Boston Consulting Group
- Opened new prospective markets.
 - Developed the sales strategies based on the customers' demands, models life cycles, and competitors analysis.
 - Developed a long-term business plan for the company.
 - Created a highly qualified team to represent the brand's services.
 - Managed after sales efficiency, productivity and customer's satisfaction.
 - Moved the Export Division as a new business Line.
 - Built a large customer & partner relationship world Wide.
 - Managed the Fleet & B2B & VIP Sales.
 - Managed offers, quotations & calculations.
- 2000-05 - 2003-02 **Senior Sales Leader**
The Morning News
- Recruited to drive the sales growth to small and medium-sized businesses (SMB) for Classified, Obituary and Legal departments.
 - Managed four Sales Managers, and 34 Sales Professionals.
 - Recognized for achieving 115% of quota versus 82% for other groups.
 - Delivered over \$20M in business with a 20% increase in the average sale with 40% less headcount.
 - Increased the revenues from premium packages 42%.
 - Credited for increasing the customer base by +300%, from 500 to over 2,000 accounts.

📍 City, State

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SKILLS

Sales



Marketing



Product Marketing



Team Management



Strategic Planning



P&L Management



Brand Management



Business Development



SOFTWARE SKILLS

- Oracle
- QuickBooks
- Salesforce.com
- QuickBase CRM
- Adobe Photoshop
- Microsoft Office Suite

INTERESTS

- Hiking
- Biking
- Golfing
- Fishing
- Traveling
- Live Music
- Entertaining
- Spending Time with Friends & Family