



# Mariana Banquells

## Sales Executive

Highly-motivated sales professional with 10+ years of experience in providing expertise in strategic lead generation, sales presentations, effective liaising, enterprise sales strategy, creative marketing, and category supervision across diverse sectors. Quota-surpassing sales manager with a consistent record of converting sales prospects into loyal, satisfied clients and building a network of referrals to increase sales.

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## SKILLS & COMPETENCIES

Sales Strategy Implementation

P&L Portfolio Management

Influential Negotiation Skills

After Sales Support

Sales Presentation Planning

Coaching & Mentoring

Target Market Data Research

Strategic Selling Skills

Customer Prospecting & Retention

Quality Assurance & Compliance

Building Rapport

Google Analytics

Microsoft Office Suite

Hubspot

Salesforce

NetSuite

CRM

Google Adwords

Bitrix24

## WORK EXPERIENCE

### Sales Executive

Chubby Bear Incorporated

08/2018 - Present

San Antonio, TX

- Managed a portfolio of 30+ products and services while mentoring the sales team to achieve sales goals.
- Led operational excellence of 15+ locations and territories through the effective implementation of strategic plans.
- Improved product sales by 12% for the portfolio managed, which led to a 20% increase in annual revenue.
- Hit and exceeded sales KPIs by 30% for the months of October, November, and December in 2019.
- Analyzed market segments to identify new business opportunities to expand the existing customer base significantly.
- Managed sophisticated development of sales teams through innovative training methodologies and sales approaches.

### Sales Manager

Winemakers Company

03/2015 - 07/2018

San Antonio, TX

- Provided coaching, mentoring, and immediate troubleshooting support to a team composed of 10+ Account Managers.
- Cold-called 20+ potential clients on a daily basis, with a closing rate of 10% to 20%.
- Oversaw different business development initiatives to improve the company's annual sales volume successfully.
- Organized a comprehensive training seminar on various pricing strategies implemented in 5 different branches, that over the course of next year had an average increase of 8% compared to the other branches.
- Maintained the accurate tracking of budgeting and sales costs, labor, operations cash flow, and supplies.

### Sales Representative

Quincy Motortrade

06/2012 - 02/2015

San Antonio, TX

- Spearheaded the prospecting of new customers through referrals from existing clients and sales phone calls.
- Offered professional answers and advice to curious clients encouraging them to schedule a visit to the showroom.
- Worked efficiently to overcome objection while developing sales plans to close sales and exceed established quota.
- Assisted customers in selecting the right vehicle by asking open-ended questions to determine each customer's need while explaining vehicle performance and suggesting upgrades, accessories, and optional equipment available.
- Reported to the middle management on contracts, sales objective, activities, and review and analysis of prospects.