

# Tyler Johnson

## B2B Sales Executive



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MS 💽 LinkedIn 💽 Portfolio

### Professional Profile

Strategic Sales Executive with a successful 17+ year career conducting B2B outbound sales for various software development and technology companies. Experienced in conducting domestic and international business and securing high-value contracts from prospects and existing clients. Certified PSN with proven skill in driving revenue growth and acquiring new business.

### Core Skills

- Market Analysis
- B2B outbound sales
- Revenue Growth
- Sales Pipelines
- Sales Strategy Development
- Certified PSN

### Career Summary

**Oct 2015 - Present** **ShopGo, Jackson, MI**  
**Sales Executive**

#### *Outline*

Responsible for securing new commercial clients and driving revenue growth for a fast-growing tech start up based in Mississippi, pitching their cutting-edge e-commerce software to retail companies across the US and Europe.

#### *Key Responsibilities*

- Prospect and close new merchant accounts consistently every month
- Upsell and market additional products and services to customers during negotiations
- Coordinate in person meetings, travelling domestically and internationally to meet with and present to existing and prospective clients
- Respond to all sales leads within the required response time and work to close the sale
- Overcome customer objections, issues or concerns to secure the negotiations
- Assess each clients' individual needs and recommend products accordingly
- Accurately forecast clients' transaction volumes to avoid waste and maximise margins
- Maintain a comprehensive understanding of all hardware and software, and effectively communicate this information to prospects, clients and internal parties
- Produce regular progress reports to management and suggest improvements

#### *Key Achievements*

- Acquired a three-year contract with a new French retail company worth \$650K per annum through strategic and diligent outbound follow up sales.
- Exceeded company sales metrics in each quarter in 2021 and exceeded the customer contact KPIs by 34%.