

# Brayden Simpson

Semaphore SA, 5019

0422 377 355

braydensimpson05@gmail.com

## PERSONAL DETAILS

Dynamic and dedicated professional seeking to leverage my commitment, enthusiasm, and exceptional communication skills to contribute positively to your business. With a proven track record of honesty, competitiveness, and hard work, I am prepared to go the extra mile to achieve success. Possessing a strong foundation in computer literacy and a penchant for challenges, I am a quick learner and a valuable team player. My friendly demeanour, easy-going nature, and boundless energy make me an asset to any workplace. Having represented Australia in lacrosse at the 2012 U19 World Championships and captained South Australia on numerous occasions, I bring leadership, teamwork, and a winning attitude to every endeavour.

---

## EDUCATION

- **Professional Sales Skills training course**  
*In house training, Mainfreight 2021*
  - **Toastmasters**  
*Face to Face course completed 2021*
  - **Oglethorpe University – Atlanta, USA**  
*One semester abroad 2014*
  - **Underdale High School**  
*SACE completed 2012*
- 

## EXPERIENCE

Savino Del Bene – Business Development

*March 2023 – Present*

- Building Adelaide branch and creating presence through networking and cold calling
- New Business sales – Import/export/third- party logistics
- Account management of existing business
- Entering Data and reports into company CRM
- Communication and negotiation with suppliers

Mainfreight – Business Development Executive

*July 2022 – Mar 2023, Jan 2020 – Dec 2021*

- New Business Sales for all of Adelaide territory in Domestic Transport
- Focused on business development of major accounts
- Training of new team members in sales methodology and CRM
- Exceeded Annual Sales Target set of 1 million total sales – first Domestic rep in 8+ years to do so in Adelaide
- Account management of existing customer base in territory

# Brayden Simpson

Semaphore SA, 5019

0422 377 355

braydensimpson05@gmail.com

- Identifying potential customers who fit with business model
- Cold calls (in person and over the phone) to gain further meetings
- Face to face meetings to identify where value could be added, pain points with current carrier and how a solution could be sold
- Closing deal, and ensuring account setup and trade
- Working independently to meet financial and call targets set by management

Jungheinrich Australia – Area Sales Manager

*December 2021 – July 2022*

- New Business sales looking after Central Territory
- Cold calling businesses in area
- Following up on leads
- Site evaluations to ensure product fit
- Sales of both new and used equipment
- Sales of short- and long-term rental equipment
- Demonstrating of equipment features and functionality to prospects
- Meeting KPI's set for call numbers and sales results/activity

Mainfreight - Sales Cadet

*April 2019 – January 2020*

- 5 months spent on depot floor with AM and PM Operations Teams to gain an understanding of the business model and processes
- 3 months in Customer Service during busy Christmas period

Haese Mathematics – Sales Team

*October 2016 – April 2019*

- Working with Domestic and International clients
- Producing cost effective freight rates for clients
- Complete management of order shipping / documentation
- Administrative & data entry duties
- Assistance with online programme & issue resolution

---

## REFEREES

Kade Lonergan

Previous State Sales Manager – Mainfreight

Ph: 0400 816 151

Mark Buhagiar

Previous State League Lacrosse Coach

Ph: 0429 990 299