

Brian Viola

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DESCRIPTION:

- Dynamic self-starter lead generator/scheduler thriving in a process-driven, results-motivated, goal-directed environment.
- Versatile sales professional developing and following a “win-win-win-win” action plan.
- Effective implementer of referral programs, networking initiatives, and marketing strategies.
- Solution-driven team member and leader applying a “work smart, work hard” ethic.
- Proven supervisor with account and database management skills.

OBJECTIVE: To most successfully employ my proactive interpersonal communication skills through the application of my acquired professional sales, managerial, and administrative proficiencies in order to continually achieve both my employer's company goals and my position objectives.

EMPLOYMENT

9/20-11/21 PrimeWave Health / Peak Health Group, Las Vegas NV; Supervisor: Brady Flowers, Clinic Manager

Acoustic Wave Therapy Patient Scheduler/Coordinator (Inbound):

- Answering patient calls using Erectile Dysfunction and Peripheral Neuropathy scripts
- Scheduling doctor consultation and AWT treatment appointments and reschedules (dr chrono / Setmore Calendar)
- Following-up email and voicemail messages for patient leads (gmail / Mymedleads / PatientPOP / GainsWave / Oppgenetix)
- Placing follow-up callbacks for appointment/information requests and reminder calls
- Entering/Updating call records, consultation logs, and daily patient logs (Google Sheets)
- Completing doctor consultation/meeting appointment confirmations (Google Documents)

5/20-8/20 The Mercado Group - Huntington & Ellis Real Estate, Las Vegas NV; Supervisor: Brian Mercado, Owner

Appointment Setting Lead Generator (Outbound)

- Cold calling up to 210 prospective homeowners sourced from Mojo and Vulcan7 CRM's daily with invitations to tour open houses and to introduce real estate agent services.

1/19-4/20 SuperHuman Prospecting, Norristown PA 19401; Supervisor: Ryan Pereus, Owner

Client Relationship Consultant / Account Manager / New Business Sales / Outbound Calling Associate:

- Transitioning new clients to outbound cold call campaigns
- Managing campaign performance and following-up with clients for project renewal opportunities
- Establishing, developing and maintaining positive business and client relationships via phone calls, meetings, emails, call tracking, and reporting
- Scheduling, supervising, and training team members on process-based lead generation requirements
- Conducting online presentations with and sending proposals to prospective clients
- Leading client campaigns including pre-campaign communication, script writing, kick-off calls, calling clients' prospects with specified call-to-action (appointment, email, free trial offer, etc.), campaign phone calls with clients, lead & appointment deliveries, and sales meetings
- Placing outbound cold call phone dials for other client campaigns to set appointments or perform call-to-action tasks per client agreements using Call Tracker and VanillaSoft programs or our clients' PipeDrive, HubSpot, or Cimmaron CRM's
- Supporting the leadership team in the decision-making process for new call team members
- Aiding in the management of call team performance as outlined in their performance agreements
- Using Google apps (calendar, docs, drive, gmail, hangouts, and search), Vonage VoIP, Agile CRM, and Better Proposals

Achievement: Generating \$74,000+ in account and new sales; Managing 54 accounts; Co-establishing the company's first remote office (Nevada).

5/18-12/18 Glass Doctor, Plymouth Meeting PA 19462; Supervisor: Daniel Apilungo, Franchise Owner

Business Development, Customer Service, Project Coordination, Office Management (4-County Area):

- Assisting with the closing of commercial and residential sales of glass products and services
- Scheduling on-site technician assessment, measurement, and installation appointments
- Facilitating administrative procedures while completing daily and assigned office tasks
- Implementing corporate marketing programs targeting contractors, property management companies, business owners, and homeowners
- Communicating with prospective customers while processing inbound customer inquiries and vendor quotes and orders
- Preparing workshop area for technicians and overseeing product deliveries
- Using MainStreet CRM database and 2016 MS Office Suite (Outlook, Excel, Word)

Note: I redesigned my LinkedIn profile to promote the business as a complement to the Home Advisor and Angie's List marketing programs.

Brian Viola (cont'd)

10/17-3/18 Beacon Group, King of Prussia PA 19406; Supervisor: Lorraine Capetola, Team Leader

Advisory Sales Associate:

- Scheduling phone and in-person appointments for both Healthcare Benefits Plan and 401k Plan advisors with D-, V-, and C-level executive decision-makers at assigned accounts in act! database within a 50-mile area territory

Achievement: Consistently meeting or exceeding weekly and monthly target activity goals.

9/16-8/17 Jani-King International, Norristown PA 19403; Supervisor: Jerry Figlioli, Regional Manager

Inside Sales Associate (Lead Generation), Commercial Cleaning Services:

- Scheduling business-to-business in-person appointments in four local territories for three sales representatives by calling and qualifying assigned accounts in the company's own webapp database; developing ISA training material;

Achievement: Consistently meeting or exceeding weekly and monthly target activity and productivity goals.

1/16-8/16 **Independent Consultant:** Providing confidential one-on-one business development lead generation consultative services to local professionals sourced through my contact network

3/15-10/15: PBP Media, Malvern PA 19355; Supervisor: Dannie Evans, Division Director

Lead Development Representative:

- Scheduling appointments for three Account Executives to sell B-to-B lead generation, whitepaper lead generation, telemarketing lead generation, email marketing demand generation, digital advertising, and e-newsletter sponsorships target marketing campaigns using Salesforce

Achievement: Consistently meeting or exceeding weekly and monthly target activity and productivity goals.

2/14-2/15 Dynamic Energy, Wayne PA 19087; Supervisor: Brett Thibodeau, COO

Business Development Manager (Solar):

- Scheduling B-to-B appointments for VPs to sell commercial solar electric systems and renewable sustainable energy services in the northeast and New England using SageACT and 2013 MS Office

Achievement: Generating 26 analysis appointments resulting in 18 proposals and 1 sale.

4/11-12/13 Telerx, Inc., Horsham PA 19044; Supervisor: Debby LiVolsi, Director Sales Support

Business Development Specialist / Salesforce Administrator (Non-Certified):

- Generating new call center operations services sales opportunities and setting appointments for three BDVPs by placing a daily average of 140 outbound calls
- Performing Salesforce Administrator duties while advancing prospects from MQL to SAL to SQL
- Participating as a Salesforce Enterprise Initiative Steering Committee member and successfully implementing our initiative as a Project Management Committee member

Achievement: Scheduling 39 appointments resulting in 4 new logo business clients generating \$5.1M in total revenue.

4/04-8/10 Lead Generation Solutions, Wayne PA 19087; Supervisor: Mike Drohan, Owner

Account Manager / Appointment Specialist:

- Scheduling B-to-B conference call and in-person appointments for 55 local and national clients by calling client-qualified prospects using MS Office, FranConnect, and Salesforce programs

Achievement: Winning MAACO Franchise Teams contest with 38% appointment scheduling closing ratio for prospective franchisee follow-up project.

4/87-1/04 Professional Videography, Springfield PA 19064 (**Concurrent with following positions**)

Managing Partner:

- Directing the selling and performing of personal event, local community, and small business local cable video services
- Designing and producing trade show presentation materials of company services
- Creating, developing, implementing and continuously improving marketing and promotion strategy
- Supervising administration, production and equipment operations and purchasing
- Executing production and post-production assignments
- Completing self-guided AMA *Fundamental Selling Techniques / Professional Selling* and Brian Tracy *Sales Success Program* training courses

Achievement: Meeting or exceeding annual goals for 13 of 16 years while generating \$1.8M in total revenue.

Brian Viola (cont'd)

8/00-8/01 ProLease, Inc, Glenside PA 19038; Supervisor: Jim Mook, Regional Sales Manager

Inside/Outside Business Sales Consultant:

- Selling PEO (Professional Employer Organization) and BPO (Business Process Outsourcing) services to qualified area business prospects sourced from the PA state workers' compensation database on act2000 software, client/accountant referral programs and approved networking resources
- Consistently meeting or surpassing target activity and productivity goals

Achievement: Winning National Sales Contest for new consultants in first month of employment; Generated \$131,000 in sales revenue.

9/96-12/97 Kane Communications, Upper Darby, PA 19082; Supervisor: Larry White, Advertising Director

Account Executive (Tourist Attractions & Parks):

- Selling amusement industry trade magazine advertising to prospects sourced from various marketplace resources (directories, publications and vendor lists)
- Closing an average of 30 prospects an issue
- Networking industry trade shows
- Assisting with clients' ad design and copy

Achievement: Resold 10 clients an issue for a 34% percent renewal rate, Generating \$129,000 in sales revenue while averaging \$18,000 an issue.

Tradeshow Program Advertising Director (LeisurExpo '97):

- Executing the directory advertising sales program

Achievement: Selling all 16 ads from the amusement industry association trade show exhibitor list to achieve a 38% percent renewal rate from the previous year's directory to generate \$11,500 in sales revenue.

4/89-4/90 Visual Sound Co., Broomall, PA 19008; Supervisor: Joseph Blanch, Sales Manager

Inside Sales Representative:

- Supervising Commodore Amiga computer professional desktop video product sales and demonstrations
- Designing and equipping showroom display and conducting professional and industrial A-V, video, and CCTV showroom equipment demos
- Exercising decision-making authority Amiga computer hardware/software product purchases
- Selling, consulting, and servicing local production, corporate, industrial and independent clients
- Completing the ICIA Institute Professional Development Sales Training Course

Achievement: Meeting or exceeding every monthly sales goal while generating \$63,000 in total sales revenue.

10/87-4/89 Goodway Marketing, Jenkintown, PA 19046; Supervisor: Frank Forti, Director

Marketing Manager / National Account Executive (The Sears Advantage):

- Insuring compliance of marketing activity with official Sears' guidelines and policies governing the catalog advertising program
- Promoting the program to media, promotions, advertising, and marketing contacts of 30 approved national accounts, including Fortune 500 companies, and ad agencies
- Training 18 national account executives and 10 field reps and media/list brokers
- Scheduling appointments to close sales
- Conducting inside sales employee performance evaluations

Achievement: Generating \$55,000 in total contracted sales.

EDUCATION: MA, Theatre Arts, Pennsylvania State University, University Park PA 16802/Cornell University, Ithaca NY 14850
BA, English, St. Joseph's University, Philadelphia PA 19131

Concentrations: Drama; Secondary Education Certification

Honors: Dean's List; Elected Office: Treasurer, Cap & Bells Dramatic Arts Society

TRAINING: 33 Position-related Training Courses / 9 Salesforce Administration Courses, Telerx, Inc. - 2011-2013
Internet/Outlook/Excel/FrontPage/PowerPoint, MS Office Suite, Introductory Level Courses - 2000
New Horizons Computer Learning Center, King of Prussia PA 19406: Awarded Certificates of Completion

VOLUNTEER POSITIONS: American Red Cross, Southeastern PA Chapter, Delaware County Branch, Media PA
D.A.T. (Disaster Action Team) member, 5 yrs.
Junior Achievement Applied Economics Program, Delaware Valley Office, Philadelphia PA
Business Consultant (high school seniors), 5 yrs.
National Multiple Sclerosis Society, Greater Delaware Valley Chapter, Philadelphia PA
Assistant Coordinator, The MS Walk fundraising event, 2 yrs.

REFERENCES: Darrin Blume, CEO, PrimeWave Health; darrin@primewavefranchise.com; Executive Leader; 1 year
Larry White, Associate Publisher/Ad Sales Director, KCI; ambstr@aol.com; Supervisor/Colleague; 25 years.
Debby LiVolsi, Account Manager, J Knipper & Co; debby.livolsi@gmail.com; Telerx Supervisor; 3 years
Andrea Mazza, Remote Team Lead, Super Human Prospecting; mazzaa@verizon.net; LGS/SHP Coworker; 15 years
Kate Breen, Account Manager - Sales, WillScot; kbrh824@gmail.com; PBP Colleague; 6 years
Frank Baldo, Esq., Attorney, Frank Baldo Law Offices; frankbaldolaw@aol.com; Friend, 15 years