

ROSS SMALL

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SALES MANAGER ♦ SOLUTION SELLER ♦ TEAM LEADER ♦ TOP PERFORMER

PROFESSIONAL PROFILE

- Proven success as a senior sales professional who has consistently surpassed all sales performance goals
- Strong interpersonal communication and leadership skills that were essential to supervising a 15-member sales team, cultivating new business relationships, strengthening existing relationships, and improving service quality
- Innovative thinker who implemented highly effective sales strategies based on trend and market analysis
- Adept at maximizing sales performance with past accomplishments that include: surpassed \$400K in monthly sales; Increased sales by 20% every year; Won numerous awards; Secured a top-earning account

CORE COMPETENCIES

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|------------------------|-------------------------|-----------------------------|
| ▪ Strategy Development | ▪ Revenue Growth | ▪ Cultivating Relationships |
| ▪ Market Analysis | ▪ Training & Leadership | ▪ Defining Goals |
| ▪ Trend Analysis | ▪ Team Management | ▪ Customer Service |

CAREER PATH

Lifetime Merchant Services | Sales Manager **2016 – Present**

- Leverage a unique blend of team leadership and business savvy to expertly direct the sales team
- Motivate, mentor and coach all members of the sales team to ensure everyone is meeting performance goals
- Promptly investigate, identify, and resolve any problems in the sales pipeline or within the sales team
- Strategically guide sales efforts based on market analysis, competitor valuations, and trend analysis

Key Achievements

- Established milestones and ensured they were enforced to successfully exceed \$400K in monthly sales
- Achieved an impressive 20% YoY sales increase through a steadfast commitment to defined targets
- Implemented an effective company business plan and helped the director of sales make improvements

Recovery Steps | Account Executive **2015 – 2016**

- Received recognition for consistently achieving or surpassing sales goals by driving additional revenue
- Cultivated relationships with new customers and worked to expand sales from the existing client base
- Evaluated key performance indicators to develop strategic marketing and business initiatives
- Bolstered the company's network of contacts and industry leaders to capitalize on potential new business

Copper Cloud, Inc. | Account Executive **2014 – 2015**

- Communicated with customers to better understand their preferences, thereby improving sales accuracy
- Highlighted specific product features that were likely to appeal to individual customer preferences
- Maintained a positive, professional, and attentive attitude while representing the company at trade association meetings; also worked to strengthen relationships with customers through a customer-focused attitude
- Surpassed all sales targets by spearheading sales campaigns and adhering to marketing plan guidelines

Medco/Express Scripts | Resolution Team Lead **2002 – 2013**

- Recognized with numerous awards for outstanding customer service, which was made possible by excellent interpersonal and troubleshooting abilities to effectively handle escalated member calls
- Provided hands-on coaching to customer service representatives to help them improve their service quality
- Capably answered questions related to client/plan nuances, updates, and procedures

PatchLink Corporation | National Sales Manager / Channel Account Manager **1999 – 2002**

- Supervised a 15-member sales team and enforced performance expectations aligned with the sales strategy
- Awarded for "outstanding performance" for four consecutive years and achieved 100% of all sales objectives
- Secured a customer that became one of the largest in the NSPP Division with \$200K in monthly sales revenue
- Proactively trained sales representatives on methods for selling server-based software and closing deals

Software City | Corporate Sales Representative **1997 – 1999**

- Took charge of a company transition from a hardware/software provider to a full solutions provider
- Doubled the purchasing amount of house accounts and averaged \$265K in monthly sales revenue
- Functioned as the primary sales vendor for Maricopa Community Colleges, Maricopa County, City of Phoenix, Phoenix Union High School District, Glendale Union High School District, City of Mesa, and many others
- Committed to maximizing sales and achieved sales goals 100% of the time to win multiple performance awards