Robby Morales

www linkedin.com/in/robby-morales-b941b784.

**Santa Ana, CA | 714-709-1298 | robbymorales89@yahoo.com**

**Objective**

Revitalize a company in need of rejuvenating its sales leadership cabinet. With 6 years of ability to champion behaviors into a featuring and sales driven culture, able to achieve any result through people and customer first philosophy. Delivering industry- leading results while developing the future leaders of the business.

**Qualifications**

Business acquisition experience, including prospecting/cold calling and funnel management

Design and implement a strategic business plan that expands company’s customer base.

Presented an in-depth understanding of the sales cycle process and remain focused on customer satisfaction throughout all stages with a passion for innovation and company products

Fluent bilingual (English & Spanish) experienced as public speaker, expert presenter, negotiator, clear communicator, and closer

Engaging in business operations including budgeting, forecasting, analyzing and providing sales reports.

Provide logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems while adapting to challenges

Experience with contract negotiations, negotiation of deals and aligning with Finance for contracts.

**PERSONAL EXPERIENCE-  
MANAGEMENT/LEADERSHIP**

Proven track record of motivating, mentoring, recruiting, coaching, developing while performance monitoring multi- units with up to 50 direct reports ranging from customer service, sales, and operation teams

Forecast sales targets, manage inventory, and support employee/partner relations

Collaborating with senior leadership across multiple channels to improve process and accelerate standards within the business

Identifying the developmental needs of others and coaching, mentoring, or otherwise helping others to improve their knowledge or skills

**SALES**

Demonstrate a wide range of company products and services to clients as possible, in order to optimize profits.

Design sales strategies and performance metrics utilizing the sales cycle of Connect, Discover, Recommend, & Close in order to solution sell.

Managed clients business & retail accounts varying from 1- 999 lines including features and accessories worth up to $300,000 in annual revenue.

Leveraged sales and marketing-oriented skills in the best possible way to achieve the company’s sales goals.

Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

**EXPERIENCE**

• ACCOUNT MANAGER| SMARTFINANCIAL | 01/2020- PRESENT

• DISTRICT MANAGER | IIG WIRELESS | 07/2018- 08/2018

• GENERAL MANAGER TRAINEE | 24 HOUR FITNESS | 01/2018- 06/2018

• GENERAL MANAGER | VERIZON WIRELESS | 03/2016-03/2017

• SOLUTION MANAGER| VERIZON WIRELESS| 02/2013-02/2016

• SOLUTION SPECIALIST| VERIZON WIRELESS| 01/2011-01/2013

• ASSISTANT STORE MANAGER| METRO PCS| 03/2010-12/2010

**EDUCATION**

• BACHELOR DEGREE | CALIFORNIA STATE UNIVERSITY OF FULLERTON

(2010- 2014)

• ASSOCIATE OF ARTS DEGREE | GOLDENWEST COLLEGE (2007- 2010)

**ACCOMPLISHMENTS**

Top 1% in the Enterprise as a Sales Manager (President Cabinet Award Presented by John Stratton EVP & President of Operations for Verizon)

Top 10% in the Enterprise as a Solution Specialist (Winner Circle Award Presented by Luis Cruz Regional President)

Gold Store winner Quarter 1, 2 & 4 for 2015 (customer satisfaction surveys ranging from 1-10 while the target score is 80.0 as a store) with highest marks in customer satisfaction.

Gold District Winner for Quarter 4 in 2016 achieving 79.4 rating out of 12 locations at a target of 75.0.