

# William Heginbotham



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## Profile

Accomplished account manager with a passion for high-quality customer service. With five years of experience in the sales environment with a proven track record for increasing profits, managing large customer accounts, training and leading a successful team.

- Confident communicator, negotiator, and decision-maker
- Reliable, self-starting, tenacious, and target driven
- Technically competent with a variety of experience in software systems and databases
- Driving operational excellence at every opportunity

## Education

### **BSc (Hons) in Business Management & Marketing**

Harper Adams University

2011 – 2015

### **Queen Elizabeth School**

2004 – 2011 | Kirkby Lonsdale, Cumbria

GSCE's & A Levels

## Skills

### **Account Management**

*Building relationship with key stakeholders helping to grow the business*

### **Problem Solving**

*I.T is a fast moving world and being able to adapt and help your clients to do so is key*

### **Negotiations**

*Everyone has to win in a sales, but knowing that short term gains can have long term effects was a crucial learning point*

### **Management experience**

*Using multiple management styles to get the best out of the individuals and the team as a whole.*

### **Time Management**

*Optimizing my day to day, Completing tasks and projects before deadlines, while also maintaining a work-life balance.*



## Professional Experience

### **Strategic Schools Account Manager & SDP DTL**

Softcat

08/2018 – present | Leeds

#### **Job Description**

- Breaking into several cold accounts
- Building relationships with both customers and vendors to get the most out of my accounts.
- Recruiting and managing several new starts who have never worked in sales before.

#### **Achievement**

- Reaching 280% of my first FY
- Increase my total gross profit by 50% in FY20
- Being the number one account manager in the public sector team as a % of target in the first half of the financial year 21
- Developing a Multi-Academy trust of 53 academies to become their number one I.T supplier
- Helping a new starter to have one hit their year target in one deal and be promoted on the senior team.



## Interests

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### Rugby

*Loved playing until injury stop it and now I am a season ticket holder for Sale Sharks.*

### Horses

*Learned to ride before I could walk. Rode and competed at Royal International Horse Show*

### Coding

*Enjoy the aspects of building a website or more but would still class myself as a beginner*

### Gaming

*A great way to end the day*

### My Dog

*Pictures available on request*



## Courses

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### Front End Developer

*The Learning People*

10/2021 – 10/2022

An introduction to HTML5, CSS3 & Java Script



## References

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**Available on request**

### Community Sales Executive

*Virgin Media*

08/2017 – 07/2018 | Leeds

#### Job Description

- Conducting door-to-door cold calls selling Virgin Fibre and Sim cards.
- Managing the accounts of existing customers' requirements including upgrading their products and adding bolt-on's their orders
- Conducted follow-up telephone, emails, and social media contacts as per customer requests

#### Achievements

- Being the top salesperson in the Yorkshire region in my 2nd month reached 132% of my target.
- Generating the most leads and opportunities consistently.

### Warehouse & Facilities Co-Ordinator/ Medical Service Specialist

*Dynamic Medical*

11/2015 – 08/2017 | Bradford

#### Job Description

- Developing and implementing SOPs for a newly created warehouse including security & fire safety.
- Maximising the potential warehouse space and strategically planning for continual business growth.
- Daily communication and coordination with hospitals and drivers nationwide to organise the movement of loaned medical equipment in a seamless and timely manner.
- Managed a high-volume workload within a time-sensitive environment, resolved an average of 550 inquires in any given week. i.e. called 200 hospitals
- Became the "go-to" person for particularly challenging calls as one of the company's primary mentors/trainers of both new and established employees.