



Emmett Bradford

EXPERIENCE

October 2022 - Current

Sales Manager Optima Solutions | Dallas, Texas

- Meet Your Business Automation Experts Optima Solutions is your one-stop shop for all Business Automation Solutions Looking to newly implement the system - Our team has your back
- Want to upgrade your processes, clean your data, and work more efficiently - We're here to help you scale
- Our team is trained on the latest and greatest HubSpot has to offer
- With over 100 successful projects under our belts, we bring industry best practices to make sure you're set for success
- Our goal is to help you work more efficiently so you can cut costs, save time, and increase revenue
- And success.

September 2020 - October 2022

Key Account Manager Vodastra Technologies | Dallas, Texas

- A Manpower organization vested in field services, with assets focused to reach distant areas of the country, Vodastra, as a company, has expanded itself in field services to cater to both warranty and extended warranty corporate customers, OEM servicing, expanded desktop and network support capabilities
- Moreover, we also pride in offering AV solutions that include telepresence/videoconferencing facilities, auditoriums, collaborative facilities, visualization and control facilities, and network operations centers
- We also offer expansive AV managed services, including AVNOC and remote support, field services, on-site managed services, videoconferencing warranty/maintenance, and virtual and hosted video services.

September 2018 - September 2020

Midwest Territory Account Manager AVO Training Institute | Dallas, Texas

- The primary role targets industrial, utilities, data centers, agriculture, petrochemical, textile, and electrical contractors to sell AVO's full line of electrical testing, engineering, new motors, and reliability services
- Call on end-users, OEMs, contractors, and engineering firms
- Accountable for attaining monthly and yearly multimillion dollar sales budget
- Support account from sales, securing purchase orders, terms and conditions, and customer relations
- Perform job walks and is a front line focal point between sales and production to qualify opportunities Support AVO's training events, trade shows and lunch and learn.

February 2015 - September 2018

SQL Server & AZURE Technical Solution Specialist - Mid-Atlantic &

📍 Dallas Texas

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SUMMARY

Experienced sales expert skilled in strategic selling and exceeding targets seeks a leadership role as Sales Manager or Executive. Values customer satisfaction, possesses strategic thinking skills, and upholds strong work ethic. Proficient in independent work and teamwork with high regard for ethics.

SKILLS

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership
- Technology Sales
- English
- Hunter
- Quota Achiever
- Award Winner
- Implementation
- Adaptable
- Effective Communicator
- National account management
- KPI Tracking
- Sales Planning
- New Business Development
- Revenue Forecasting

- Sales Reporting
- Sales team training
- Lead Generation
- Sales presentation
- Persuasive Negotiations
- Technical proficiency
- Territory Management
- Multitasking capabilities
- Consultative Sales
- CRM Software
- Effective Communication
- Problem solving
- Territory sales management
- Sales Tracking
- Performance Management
- Pipeline Management
- Profitability Optimization
- Key account development
- Account Management
- Solution selling
- KPI analysis
- Analytical problem solver
- Rapport and relationship building
- Sales territory growth
- Sales process
- Sales strategy development
- Promotional sales events
- Direct Sales
- Exceeds sales goals
- Prospecting skills
- Key Account Management
- Sales Presentations

Greater Southeast Territory Microsoft | Dallas, Texas

- Experience managing complex sales-cycles; demonstrated ownership of all aspects of territory development and management
- Proven track record of initiating strategic business conversations with executive level management and decision-makers
- Strong communication skills with the ability to articulate the advantages of Microsoft technologies to senior business decision-makers as well as front-line users
- Microsoft software licensing knowledge or experience
- Strong sales background with 4+ years of technology sales and/or industry experience, in a quota-carrying role in software or technology sales
- Experience managing complex sales-cycles; demonstrated ownership of all aspects of territory development and management Proven track record of initiating strategic business conversations with executive level management and decision-makers Strong communication skills with the ability to articulate the advantages of Microsoft technologies to senior business decision-makers as well as frontline users Microsoft software licensing knowledge or experience.

January 2012 - February 2015

Commercial Account Manager TXU Energy | Dallas, Texas

- Update sales opportunity information for prospective customers
- Provide prospective customers with the appropriate documentation allowing for the collection of credit information and electric usage history
- Provide all signed and dated forms to the appropriate Account Manager
- Contact the prospect, present the sales pitch, overcome objectives, compare offers and close the customer
- Follow up on the pricing process and assist with resolving barriers to generating a price
- Review the completed pricing offer, select the appropriate pricing that protects the contribution margin for the book of business
- Follow up as appropriate with prospects who do not accept the Pricing Offer
- Prepare opportunities for future prospects
- Update wins and losses in the CRM system
- Maintain an ability to vary sales approach and present different sales pitches depending upon market conditions
- Maintain regular contact with business customers as appropriate
- Identify and forward opportunities (Lead generation) to the appropriate sales organization or service organization.

January 2007 - January 2012

Western Territory Network Account Manager American Heart Association | Dallas, Texas

- Sold in a 13 State region, taking it from \$500,000 territory to a \$2.5M territory in 18 months
- Consultative selling into Fortune 500 and 1000 Companies at the executive level, particularly in selling intangible programs and services
- A precise understanding of the business, decision-making, and financing processes of your nominated customer base
- Supported the mapping of sales and marketing processes to identify gaps and inefficiencies that can then drive consistency
- Developed solutions that may involve policy, program, or system

- changes
- Aptitude and experience in selling, marketing, CEO/President/Vice President Communication, business strategy development, client management, and sales contract negotiation
 - Successful at developing relationships on behalf of the AHA in the for-profit sector and interact effectively with representatives of major national corporations, retailers, manufacturers, and their agencies
 - Prepared and implemented strategic sales account plans for all customers and prospects.
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EDUCATION AND TRAINING

June 1990

Bachelor of Science Degree in Criminology

Kansas State University, Dallas, Texas