

# **Joshua Matayka**

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## **SAAS ACCOUNT EXECUTIVE | B2B SALES LEADER**

High-performing sales professional with proven track record of exceeding quota, shortening sales cycles, and driving consistent revenue growth. Expert in consultative selling, CRM optimization, and full-cycle B2B sales across competitive markets. Combines data-driven pipeline management with relationship-building expertise to deliver predictable revenue outcomes and exceptional client retention.

### **CORE COMPETENCIES**

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**Sales & Business Development:** Full-Cycle B2B Sales | Consultative Selling | Account Management | Territory Development | New Market Penetration | Quota Attainment

**Pipeline & Revenue:** Lead Generation | Opportunity Management | Pipeline Forecasting | Revenue Optimization | Sales Velocity | Win Rate Improvement

**Technology Stack:** HubSpot | Salesforce | Outreach.io | LinkedIn Sales Navigator | ZoomInfo | Apollo | Gong | SalesLoft | Sales Engagement Platforms

**Sales Methodology:** MEDDIC | Solution Selling | Value-Based Selling | SPIN Selling | Challenger Sale

**Core Skills:** Negotiation | Discovery Calls | ROI Analysis | Objection Handling | Contract Negotiation | Stakeholder Management

### **PROFESSIONAL EXPERIENCE**

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#### **Fractional Executive Consultant | Tempero Consulting | Dallas, TX**

February 2022 - Present

- Developing fractional CRO/CGO service offerings and sales system frameworks for SMEs

#### **Solar Analyst Manager (Top Closer) | Genesis Power Solutions | Dallas, TX**

December 2021 - February 2022

- Achieved **33% lead-to-close ratio**, ranking **#1 company-wide in close rate** for multiple consecutive months in highly competitive residential market with \$20K+ average contract value
- Averaged **3+ closed deals per week** post-site survey, consistently **exceeding quota by 40%** through disciplined pipeline management and strategic follow-up cadence
- Reduced sales cycle by **20%** through streamlined discovery process and consultative ROI presentations, accelerating time-to-revenue and improving sales velocity
- Trained and coached 5 new sales representatives, improving team close rates by **25%+ within two weeks** through systematic objection handling frameworks and role-playing exercises
- Maintained **100% CRM hygiene** in HubSpot, ensuring accurate forecasting and enabling data-driven pipeline optimization across 50+ active opportunities

#### **Regional Sales Manager | Smart Power | Dallas, TX & Orlando, FL**

December 2020 - July 2021

- Delivered **67% sit-to-close ratio** and **led all regions in total sales volume**, surpassing quarterly targets by **40%** through strategic account prioritization and consultative needs analysis
- Successfully penetrated and scaled **two new state markets** (TX & FL) from zero to full operation, **exceeding launch projections by 40%** within first quarter through territory planning and partner development
- Managed high-velocity pipeline of **100+ active opportunities weekly**, optimizing lead flow and setter-to-closer coordination for maximum conversion efficiency
- Implemented sales training program that elevated underperforming rep to **top setter company-wide within 48 hours**, demonstrating coaching impact and process effectiveness
- Established regional sales playbook and best practices adopted across organization, standardizing discovery methodology, objection handling, and pricing presentations

## **Solar Energy Consultant | Sun Energy Systems | Remote**

*June 2020 – December 2020*

- **Promoted to closer within 3 months**, demonstrating rapid mastery of consultative sales approach and technical product knowledge in competitive solar market
- Sustained **7% post-NTP cancellation rate**, significantly below 15% industry average through thorough discovery, expectation management, and relationship building
- Built foundational expertise in complex B2B sales cycles, contract negotiations, and multi-stakeholder deal management with typical deal sizes of \$15K-\$25K

## **General Manager | Stretch Lab | Dallas, TX**

*January 2020 – May 2020*

- Generated **100% of studio revenue** from membership sales and strategic B2B partnerships, establishing predictable recurring revenue model with 85%+ retention rate
- Increased local brand awareness by **30%** through partnership development with complementary wellness businesses and community engagement initiatives
- Built, trained, and led sales team that maintained **highest customer satisfaction scores in region** while achieving **110% of monthly revenue targets**
- Implemented CRM system and sales tracking processes that improved lead conversion by **25%** and retention metrics by **15%**

## **Independent Insurance Broker | Symmetry Financial Group | Remote**

*July 2017 – December 2017*

- Achieved **85% close rate with first 12 consecutive sales**, demonstrating immediate sales effectiveness and consultative approach mastery
- Produced **\$7,000 APV in first week**, ranking **#1 among all new agents nationwide** through disciplined activity metrics and referral generation strategy
- Built sustainable book of business through needs-based selling and relationship-driven approach, establishing foundation for long-term client retention

## **Personal Training Manager | Fitness Formula Clubs | Chicago, IL**

*May 2015 – February 2017*

- Ranked **#1 company-wide** for personal training sales throughout tenure, consistently exceeding monthly and quarterly revenue targets by **30%+**
- **Tripled PT revenue in 6 weeks**, transforming location from **last to first regionally** through systematic prospecting, upselling strategies, and client relationship management
- Authored new sales framework **adopted as official company-wide standard**, improving conversion rates by **40%** across 20+ locations
- Managed team of 8 trainers while maintaining personal sales performance, demonstrating dual ability to lead teams and produce individual results

## **EDUCATION**

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### **Master of Management**

Biola University | 2017 - 2019

### **Bachelor of Business Administration**

University of Illinois at Chicago | 2013 - 2016