

# Kyle Dennis Prest

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## SUMMARY

Senior Account Executive with 5+ years of experience defining and executing effective strategies to drive the acquisition, retention, and expansion of B2B accounts. SaaS Sales Leader and Skilled Negotiator focused on establishing and maintaining long-term relationships and identifying new opportunities to increase customer satisfaction and revenue growth at scale.

## SKILLS

- **Business Development:** Solutions Selling, Consultative Sales, Value Proposition, Sales Analytics, Forecasting, Contract Negotiations, Account Expansion, Client Success, Customer Relations, CRM Management, Customer Insights, Sales Operations, Product Demonstrations, Pipeline Development, Strategic Prospecting, Cold Calling, Lead Qualification & Discovery, Customer Funnel Optimization, Competitive Intelligence, Market Research
- **Leadership:** Strategic Planning & Execution, Process Improvement, Cross-functional Collaboration, Stakeholder Engagement
- **Technology:** Salesforce, SalesLoft, 8X8, Vidyard, Microsoft Teams, Slack, Outlook

## RELEVANT EXPERIENCE

Sales Consultant, PayChex - Remote

April 2025 - Present

SaaS Account Executive, LiveSwitch - Remote

June 2024 - Sept 2024

- **Led full-cycle sales** for LiveSwitch's real-time video solutions (LiveSwitch Contact & Concierge), targeting self-storage and home services industries; managed outbound prospecting, product demos, and contract negotiations.
- **Designed and launched** the go-to-market referral strategy for LiveSwitch's self-storage vertical integration, resulting in a scalable partner acquisition framework.
- **Collaborated cross-functionally** with product and marketing teams to tailor solutions for vertical-specific needs, driving adoption in underserved B2B segments.

SaaS Account Executive II, Thryv - Remote

January 2023 - May 2024

SaaS Account Executive I, Thryv - Remote

September 2021 - December 2022

- Led and guided 1,000+ small business clients across the Midwest and West regions through remote product demonstrations to showcase the value and benefits of Thryv's all-in-one Customer Relationship Management and Multi-channel AI Marketing Center and Analytics SaaS platforms.
- Significantly exceeded annual quotas in 2022 and 2023 to generate \$960,000 by leveraging a consultative approach with MEDDIC and Challenger Sale methodologies to secure 625 total new clients.
- Achieved a 65% conversion rate and a 10% higher Average Order Value by conducting needs assessments, proactively identifying business pain points, customizing available features, and delivering tailored customer-centric solutions.
- Collaborated with the customer success and product teams to ensure seamless product implementation, drive issue resolution, and achieve a seasoned net dollar retention rate of 92%.
- Actively track performance, optimize outreach strategies, and create and optimize cadences to optimize customer responses using the SalesLoft stack with conversational intelligence.
- Recognized for achieving the Highest ARR in the West Region for Fiscal Year 2022 and 2023 out of 30 Account Executives.
- Coach, mentor, and empower Junior Account Executives on sales, product demos, and client relationship best practices.

SaaS Sales Development Representative, Thryv - Remote

February 2021 - September 2021

- Consistently exceeded the monthly quota of demonstrations by 150% by attaining an average of 90 daily outbound calls.
- Initiated the sales cycle by qualifying prospects using BANT methodology, performing discovery, and organizing tailored remote demos to educate clients on unique product benefits and address business owner pain points.
- Conducted market research to identify the ideal customer profile and develop a tailored outreach strategy focused on targeting SMB clients with sub-optimal online marketing operations and inefficient ad campaigns.
- Directly conducted client organization and outreach using Salesforce, SalesLoft, 8X8, and Vidyard.