

# Sean Sugrue

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Willing to relocate to: Atlanta, GA - Detroit, MI  
Authorized to work in the US for any employer

## Work Experience

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### **Contract - Regional Sales**

OptiAuto - Detroit, MI  
August 2019 to Present

Contract sales for OptiAuto working remote sourcing auto dealerships throughout seven states, mainly in the midwest, selling marketing and website services. I am supporting a young organization that is still developing SOP my duties include, but are not limited to:

- Prospecting/building target pipeline.
- Developing marketing collateral to add value and build relationships with potential clients.
- Working with ownership to establish standard operating procedures for future sales team.
- Accurately mapping accounts/decision makers to intelligently target in the future as more services come to market.
- Developing cold cadences to help identify/create prospects/clients (Phone/email/LinkedIn)
- Creating templates to efficiently relay the company message for the sales team in order to encourage "unique repeatable" conversations with prospects.
- Conduct role playing exercises with the sales team to better prepare them to relay the company message/differentiators desired by VP of Sales.

### **Remodeling Consultant**

Power Home Remodeling - Novi, MI  
December 2019 to June 2020

Completed initial CD training where I was responsible for:

- General knowledge of the home improvement industry as well as how our product/services compare to the competition.
- Role-playing marketing interactions with both customers in-store as well as in the field.
- Met and exceeded performance metrics in the field.

Initial Sales Training/Remodeling Consultant:

- Presenting the Power sales demonstration utilizing real-world samples of products along with media resources presented with an iPad for VP of sales to complete a month of initial sales training
- Met with homeowners to help identify home improvement opportunities based on their needs and the line of products Power offered.

- Thoroughly inspect and help homeowners identify any current or possible home improvement issues I discover.
- Teach homeowners about home maintenance and preventative measures they can take to ensure their home is properly maintained.
- Process paperwork which included contracts, financing terms as well as preparation for inspection after products have been purchased.

## **BAR MANAGER**

Five Paces Inn - Atlanta, GA

March 2014 to September 2019

- Increased sales 10%-15% annually after a significant oversaturation in the market between 2012-2014.
- Doubled weeknight sales through networking and promoting.
- Trained all new hires and created a culture of efficiency and accountability that set the table for us to regain what we had lost in the market.

## **SDR II**

LeaseQuery - Atlanta, GA

July 2018 to July 2019

Atlanta, GA

- Met and exceeded sales goals/quota throughout 90-day ramp and continued to lead the sales development team until promoted to SDR II.
- Maintain a pipeline that can support 200 touches per business day, 100 dials at a minimum with email and LinkedIn rounding out the remainder.
- SalesHacker.com - Of 5,000 submissions, I was 1 of 15 Salespersons to be recognized on the "15 Most Inspiring Sales Stories We Heard This Year" list - "The tenacity and emotional intelligence he possessed elevated him to the top of a scaling team of 20+ SDR's who had much more experience in these types of roles. It was hugely impressive. He continues to strive for improvement every day and is clearly one of the top SDRs in the country."

## **GENERAL MANAGER**

Tex's Tacos - Atlanta, GA

January 2013 to March 2014

- Reopened the brand in its original market after they had relocated to Auburn, AL.
- Managed labor, food cost, booking and operations for two food trucks and one commissary kitchen.
- Brokered the Sale of the company and assets after ownership decided to move away from the mobile food business.

## **GENERAL MANAGER**

AlleyBAR LLC - Montgomery, AL

July 2007 to December 2012

- Bar51 LLC, Auburn, AL

- Opened three live music and entertainment establishments in a newly developed entertainment district in downtown Montgomery.
- Created and maintained operation protocols for all aspects of the business as well as cultivate and train a labor pool to support me as we quickly grew within the market.
- Worked closely with city leadership as we continued to develop downtown Montgomery in the vision that the administration had campaigned and been elected for.

## Education

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### **Associate**

## Skills

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- Cold Calling
- Account Management
- Sales
- Data Entry
- Receptionist
- CRM
- MS Office
- Inventory Management
- Powerpoint
- Quickbooks