

# J. MAXWELL GORODESKY

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## SALES REPRESENTATIVE

**Business Solutions | Organizational Sales Leadership | Revenue Generation**

Accomplished sales professional with extensive experience providing the leadership and direction needed to drive the achievement of key organizational sales-related goals and objectives. Skilled at analyzing client needs, leveraging in-depth product knowledge, strong communication skills, and a persuasive nature to sell product benefits and the organization's value proposition in a highly effective manner. Proven strength building and maintaining strong, profitable relationships with strategic sales partners, leveraged to maximize the business potential and revenue generated within the marketplace. Recognized for the ability to deliver impactful results while leading in fast-paced, competitive environments.

### AREAS OF EXPERTISE

- New Business Development
- Client Needs Analysis
- Client Communication
- Sales Prospecting
- Consultative Sales Approaches
- Strategic Sales Partnerships
- Territory/Key Account Management
- B2B & B2C Sales
- Sales Strategy & Execution
- Product & Service Promotion
- Sales Presentations
- Market Penetration

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### PROFESSIONAL EXPERIENCE

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#### LICENSED SALES PROFESSIONAL

2020-2022

*Allstate Insurance Company, Denver, CO*

- Sold all property and casualty lines of insurance as well as Life products.
- Exceeded all monthly quotas.
- Calculated quotes and educated potential customers on their insurance options.
- Tracked progress of all outstanding insurance claims.
- Contact underwriters to resolve any potential issues that may come up with policies.
- Developed good relationships with clients to establish trust in letting Allstate insure their property.

#### SALES REPRESENTATIVE

2018 - 2020

*Colorado Athletic Club, Boulder, CO*

- Sold anywhere from 20 to 60 memberships per month, each running at \$137+ per month.
- Notable achievements while in the position included:
  - Sold 3-times the monthly quota during the first 2 weeks on the position.
  - Consistently earned 105% to 130% of the defined monthly quota.

#### OUTSIDE SALES REPRESENTATIVE

2018

*Imperial Painting Company, Denver, CO*

- Leveraged in-depth product knowledge and strong communication skills to sell product benefits in a highly effective manner.
- Notable achievements while in the position included:
  - Recognized as the first sales representative in company history to exceed sales in the first week on the job and the first to exceed a \$40,000 monthly quota in the first month on the job.
  - Consistently met and/or exceeded the quota of \$40,000, despite being 50%+ higher priced than the nearest competitor.
  - Delivered a close rate average at 50%+, significantly higher than the company's average rate at 25%.

#### GENERAL MANAGER

2017 - 2018

*Doctor's Garden Recreational Dispensary/Green Natural Solutions, Denver, CO*

- Maintained full responsibility for all of the daily operations, including revenue generation/sales, inventory, ordering, scheduling, financial close, METRC cleanup, and customer service duties.

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Professional Experience Continued

- Assembled and developed a high performing team through proactive training and development to drive increases in both individual and team performance.
- Proactively trained new staff in up-selling techniques and incremental add-ons to produce increases store sales.
- Created standard operating procedures (SOPs) for both shops within the first months of employment to drive operational efficiency.

**FRONT DESK AGENT**

2016 - 2017

*Grand Lodge on Peak 7, Breckenridge, CO*

- Delivered exceptional levels of service while managing both check-in and out for a high-end, high volume hotel, anticipating the guests needs to create a positive experience that exceeded their expectations.
- Managed the phone correspondence for a hotel with 200+ rooms.

**GENERAL MANAGER**

2016

*Green Dragon Breckenridge, Breckenridge, CO*

- Transferred all product inventory between the Breckenridge Cannabis Club to Green Dragon, achieving zero METRC.
- Notable achievements while in the position included:
  - Promoted to the General Manager position based on performance delivered in the previous role held.
  - One of 8 employees retained by Green Dragon after the company's sale to Green Dragon Breckenridge.

**ASSISTANT MANAGER/COMPLIANCE MANAGER**

2013 - 2016

*Breckenridge Cannabis Club, Breckenridge, CO*

- Fully responsible for the ordering of products, balancing safety on a daily basis, payroll administration, the hiring and training of all new budtenders, and management of the shop's daily duties.
- Notable achievements while in the position included:
  - Hired initially as a budtender before being promoted to Assistant Manager position.
  - Promoted to the Compliance Officer role, adding all METRC cleanup and weekly inventory and ensuring the company's compliance at all times.

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**EDUCATION**

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**Bachelor of Science, Recreation, Parks and Tourism Management** – Penn State University, University Park, PA, (2017)