

# Samantha Jonker

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## Sales Enablement Manager

### PERSONAL STATEMENT

With over 10 years of experience in B2B sales as a Business Developer and an Account Executive, I have developed a deep understanding of the sales cycle, from lead generation to closing deals, within fast-paced SaaS environments. My expertise lies in building scalable sales processes, aligning sales teams with strategic goals, and optimising tools and resources to drive revenue growth. As a Sales Enablement Manager, I leverage my own experience with my strong communication, analytical and coaching skills to equip sales teams with the training, content and insights they need to succeed. I am passionate about improving sales efficiency, enhancing customer engagement, and driving successful results through data-driven strategies. My goal is to empower sales teams to exceed targets, foster collaboration, deliver exceptional customer experiences and help the sales teams reach their business revenue goals.

### CORE COMPETENCIES

- Understanding and optimising the full sales lifecycle—from lead generation to closing deals—to improve efficiency and effectiveness.
- Creating structured sales playbooks that provide clear guidance on best practices, messaging, and workflows to ensure consistency and scalability across the sales team.
- The ability to analyse sales data and trends to make data-driven decisions and provide actionable insights that drive improved sales outcomes.
- Designing and delivering training that covers product knowledge, sales methodologies, and soft skills to develop a high-performing sales team.
- Ongoing support and personalised coaching for helping sales reps develop their skills, improve performance, and increase conversion rates.
- Proficiency with tools like CRM systems (e.g., Salesforce, HubSpot), sales enablement platforms (e.g., Highspot, Seismic) for streamlining sales operations and enabling reps to sell more effectively.
- Collaborating with teams like product, marketing, and customer success to ensure alignment and create a seamless experience for both the sales team and customers.
- The ability to create high-impact sales content (e.g., pitch decks, case studies, proposals) to support sales reps and help them communicate effectively with prospects.
- A focus on identifying process gaps and making improvements based on data and feedback ensures that the sales enablement function evolves with the business needs.
- A strong understanding of sales methodologies (e.g., MEDDIC, SPIN) to guide sales team in following best practices and adopting effective strategies.

### PROFESSIONAL EXPERIENCE

#### Sales Enablement Manager

wefox - SaaS Insurtech

Hybrid, Germany from 2023 – present

- Develop and deliver training programs for a new sales teams to ensure they are equipped with product knowledge, sales strategies, and industry insights.
- Create and maintain sales enablement materials, including presentations, case studies, battle cards, and product collateral to support sales reps in their efforts.
- Analyse and refine sales processes to ensure efficiency, alignment with business goals, and consistency across teams.
- Monitor and analyse sales performance metrics, providing insights and recommendations to improve conversion rates, sales cycles, and revenue generation.
- Work closely with product, marketing, and customer success teams to align sales strategies with company initiatives, product updates, and customer needs.
- Develop and deliver compelling sales pitch decks in collaboration with marketing and product teams, ensuring alignment with brand messaging and product positioning to drive customer engagement and sales success.
- Led and coached a team of 4 salespeople, providing training, tools, and strategies to enhance their sales effectiveness.
- Provide ongoing coaching, feedback, and support to sales reps, helping them overcome challenges and improve performance.
- Keep the sales team informed about industry trends, competitor offerings, and market dynamics to ensure they are prepared to position wefox effectively.
- Develop and execute a comprehensive sales enablement strategy to increase sales team productivity, engagement, and success.

### **Senior Account Executive**

#### **Apicbase - SaaS Food & Beverage Management**

**Remote, Belgium from 2022 – 2023**

- Understood customer pain points and presented Apicbase's SaaS solutions as a way to streamline operations, optimise inventory, and enhance profitability.
- Conducted tailored product demos to showcase Apicbase's platform and its value proposition to prospective clients.
- Accurately record and maintain data in CRM systems (HubSpot) to track activities and progress.
- Managed the sales cycle from initial contact to contract negotiation, overcoming objections, and securing new business.
- Built and maintained strong relationships with key decision-makers, ensuring customer satisfaction and long-term success.
- Worked closely with the sales and marketing teams to align messaging, create sales collateral, and develop go-to-market strategies.
- Tracked sales activities, reported on pipeline status, and provided accurate sales forecasts to leadership.
- Collaborated with customer success teams to ensure smooth onboarding and successful implementation for new clients.
- Stayed informed on industry trends, competitor activity, and customer needs to adjust sales strategies accordingly.
- Drove revenue growth through upselling and cross-selling Apicbase's products to existing clients, as well as securing new business.

### **Senior Business Development Representative**

#### **SAP LeanIX - SaaS Enterprise IT Architecture**

**Remote, Germany from 2021 – 2022**

- Identify and target potential enterprise customers for LeanIX's SaaS solutions.
- Assess and qualify inbound and outbound leads to ensure alignment with LeanIX's target market.
- Build, manage, and track a robust pipeline of opportunities to drive revenue growth.
- Conduct proactive outreach through calls, emails, and social media to engage key decision-makers.
- Provide product demonstrations and tailored solutions to prospective clients.
- Work closely with Account Executives and Sales teams to ensure smooth handoff of qualified leads.
- Stay informed on industry trends, competitor offerings, and customer needs to refine outreach strategies.
- Accurately record and maintain data in CRM systems (Salesforce) to track activities and progress.
- Meet or exceed lead generation and qualification targets, reporting results to leadership.
- Participate in ongoing training and development to stay current on LeanIX solutions and sales techniques.

### **Business Development Representative**

#### **Wonderway - SaaS Sales Enablement**

**Remote, Germany from 2020 – 2021**

- Researched and identified potential leads within target industries to drive new business opportunities.
- Initiated contact with prospects via cold calls, emails, and social media to generate interest in Wonderway's product.
- Qualified inbound and outbound leads by assessing their needs, budget, and readiness to engage with Wonderway's solutions.
- Maintained and updated lead information in CRM (HubSpot), tracking progress through the sales funnel.
- Scheduled and supported product demos to showcase Wonderway's SaaS solution and its benefits.
- Partnered with account executives to transition qualified leads and ensure smooth handoff.
- Stayed informed on industry trends and competitor offerings to effectively position Wonderway's product.
- Built and maintained relationships with key stakeholders and decision-makers at prospective companies.
- Tracked outreach efforts and provided regular reports on lead generation, conversion rates, and pipeline health.
- Stayed updated on Wonderway product features and sales methodologies to improve outreach effectiveness.

## **PREVIOUS PROFESSIONAL EXPERIENCE**

User Experience (UX) Student – CareerFoundry – Berlin, Germany : 2019 -2020

A2 German Language Student – Volkshochschule – Berlin, Germany: 2019 - 2019

Account Executive – ResearchGate – Berlin, Germany: 2016 -2019

Sales Executive – Movinga – Berlin, Germany: 2015 -2016

## **QUALIFICATIONS & TRAINING**

Certificate, UX Designer – CareerFoundry, Germany : 2020

Certificate, German Language A2 Level – Volkshochschule, Germany : 2019

Certificate, German Language A1 Level – International House, United Kingdom : 2014

Bachelor of Arts, International Relations and Diplomacy – University of South Africa, South Africa : 2004

High School Diploma – Alexander Road High, South Africa : 2001

## **REFERENCES**

Available upon request.