

Mustapha Taylor

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B2C SALES AND CUSTOMER SOLUTIONS EXPERT

With over 7 years of experience in serving client accounts

Key Strengths

- ✦ **Exceptional disposition for working with abstract ideas and developing unconventional solutions.**
- ✦ **Excellent at understanding complicated problems, generating alternative solutions, and evaluating different options.**
- ✦ **Exceptional at relationship building with clients with enthusiastic attitude**

Professional Experience

VISION33

2018 - PRESENT

Inside Sales Representative

- Train new employees during onboarding
- Have achieved 100% YoY portfolio growth halfway through the year
- 75% funnel conversion rate with leads qualified through marketing
- Utilize marketing tools (including Hubspot) to collect data on prospective customers – reviewed data to determine best fit;
- Create and prioritize strategic cold-calling and social selling prospecting initiatives to generate new qualified opportunities
- Conduct high level qualifying conversations with senior executives with a consultative approach
- Identify key buying influencers to determine compelling business need, budget and timeline

RBC

2017 – 2018

Account Manager

- Focused on client education and demonstration, leveraging technology to deliver a memorable client
- Proactively engaged with clients in all areas of the branch and in the community, uncovering banking needs, providing help and advice, as well as identifying sales and referral opportunities
- experience, drive sales and retain business
- Respond to client-initiated contact, assisting them with a full range of financial transactions
- Proactively take ownership of resolving and preventing client banking problems
- Cultivate and maintain relationships with partners to make the most of business opportunities and referrals

Account Manager

- Provided a unique value proposition to clients predicated on individual needs with non-discountable products including Candidate Connect, Scout, Brand Design template, and Advertising via strategic consulting.
- Provided daily outbound cold calls to warm leads and dormant accounts to cultivate relationships that ensure long-term customer retention and future sales opportunities.
- Identified and prospected opportunities, conduct proactive outbound selling to current and new accounts to achieve revenue targets.
- Identified, researched and prospected opportunities, conducted proactive outbound selling to current and new accounts to achieve revenue targets through cold calling and meeting new clients
- Managed online solutions (identified clients' needs, facilitated designs and implementation, explained the data analysis to demonstrate company value proposition, and sought repeat business)
- Consistently improved market share and volume by building strong relationships and providing excellent customer service
- Delivered excellent advice to clients for online solutions with budgets ranging from \$299 to \$20,000 with varying payment structures

GS1 CANADA**2008 – 2011****Membership Services Coordinator**

- Acted as an intermediary between Retail partners and clients to ensure quality
- Assisted with membership renewal and retention in a timely manner, through multi-channel communication
- Provide technical support for inbound and outbound calls related to ECCnet ProSYNC barcode catalogue
- Membership support including special pricing, assistance with reports, membership order processing as well as bar code standards and access to additional education
- Created mail merge, and custom reports for different initiatives
- Work on multiple projects, multitask and prioritize in a fast-paced environment
- Actively trained and mentored new hires
- Actively took part in special projects, presentation and campaigns and created proposals for various initiatives

Education and Professional Development

Seneca College Toronto, Ontario (January 2004-2016)

Business Administration (Small Business and Entrepreneurship) **Diploma**

- Seneca College Venture Trade show - Best Product Award (April 2007)
- Ontario Summer Company Program – \$5000 Grant awarded (October 2006)
- Microsoft Word/Windows – Introduction, Intermediate, Advanced
- PowerPoint – Advanced
- Excel – Beginner, Intermediate, Advanced

Community Involvement

- United Way (June 1999- June 2015)