

Bradley Goodwin

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Summary:

Dynamic, results-driven sales strategist with a solid record of achievements and demonstrated success, providing multimillion-dollar revenue growth and visionary sales leadership in highly-competitive markets. Success in securing key clients and increasing product distribution to grow market share. Tenacious in building new business, securing customer loyalty, and forging strong relationships with external business partners.

Strengths:

- High impact sales presentations
- Territory growth management
- New product launch
- Strategic marketing positioning
- Needs assessments and product education
- Budget administration
- Recruiting and staffing initiatives
- Staff development programs
- Team leadership, coaching and mentoring
- Diversity hiring
- Building strong referral networks
- Database creation & maintenance

Experience:

Endurance Warranty, Chicago, Illinois

Inside Sales Rep

October 2016 - September 2018

Providing high quality support to our internal sales team (major account managers, regional account managers, channel account managers). Use a consultative approach to provide value added best practices, new tools, and performance information to strengthen relationships with providers. Work in Test Driven Development environment, leveraging QA automation test suite to provide unit tests and integration tests for all new functionality. Work closely with Sales Staff, CSR's, Business Development and National Strategic Account Manager. Build network via phone with key decision makers in a designated territory. Transform leads into productive business outcomes; manage and close existing deals while cultivating, qualifying and developing new opportunities. Develop superior product knowledge and assist customers with product application.

Dial America, Oak Brook, Illinois

Business Development Specialist

October 2014 - August 2016

Build and establish business relationships with C-level employees. Work with the account and the Account Manager to develop assigned territory to convert prospects to qualified prospects. Use salesforce.com to collect data and maintain current and prospective customer account information.

State Farm, Chicago, Illinois

Office Representative (Part-Time)

(Concurrently with position below)

August 2012 - October 2014

Generate leads through existing customer base using modern sales tactics, as well as creating new business through referrals and up sales.

Power Company, Chicago, Illinois
Sales Consultant (Part-Time)

August 2012 - June 2014

Direct a team of industry professionals exceeding 1,100 sales per week, including product rollout, customer relationship development functions, and contract negotiations. Conduct cross-functional team training.

Green Impulse Marketing, Chicago, Illinois
Sales Manager

January 2009 - August 2012

Ranked #2 sales team (20 people) of 600 teams exceeding \$150,000 in sales weekly per person, as well as leading District Sales Managers and Marketing Associates throughout the USA. Designed, implemented and adjusted various sales plans.

Noble Voice, Downer Grove, Illinois
Career Advisor

January 2006 - July 2009

Provide career counseling and employment preparation services to students and alumni. Advise students to develop job search and interviewing skills. Assist with the administration and interpretation of career and vocational assessments.

Streamline Wireless, Chicago, Illinois
Senior Sales Manager

January 2004 - December 2008

Led a sales team of 100 associates exceeding \$3,600,000 annually, with a focus on building two-tier distribution channel and fostering demand in the Fortune 500 arena.

Education:

International Academy of Design and Technology
Bachelor's Degree: Multimedia