

Felix Como

Sales Consultant - NCR Corp

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SENIOR SALES & MARKETING SKILLS

- Prospecting • Qualifying & Closing • Team Player • Focused sales and marketing professional
- Highly experienced in B2B sales and Channel Account Management • Extensive business experience in New Accounts/Business Development utilizing a solution selling, and relationship building approach • Excellent communication and presentation skills

Work Experience

Sales Consultant

NCR Corp

October 2013 to Present

- Primary responsibility is to develop new business and grow existing businesses by offering NCR Aloha branded Point-Of-Sale Terminal based and tablet based computer system and SaaS Hosted Solutions to the Hospitality and Retail marketplace managing a territory from San Antonio to the Rio Grande Valley.
- Business generated from Cold calling, targeted mailings, leads groups, and Texas Restaurant Association networking.
- Significant win: Pelican Station Restaurant Group, 8 Locations, So Padre Island, Brownsville, McAllen.

Sales Executive

Micros Systems, Inc

April 2012 to October 2013

- Ended '13 at 108% of plan
- Primary responsibility was to partner with retail VAR's, and develop new business selling Micros branded Point of Sale computer systems to the Hospitality and Retail marketplace, and manage existing accounts
- Significant wins: Coffee Waves, 3 locations \$36K, Green Vegetarian Cuisine, 4 locations \$45K Toyota Field, \$80K
- Managed a geography spanning from San Antonio to Corpus Christi
- Business generated by direct cold calling, teleprospecting, business leads groups

Channel Account Executive

Ricoh Corporation, Inc

July 2010 to April 2012

- Ended '11 at 102% of plan
- Primary responsibility was to develop new end user business in the mid market space targeting mid to C level management personnel and manage retail channel accounts
- Product focus was on IT Services, SaaS Managed Document Services, and hardware placement including high speed printers to the mid-market segment
- New business acquired through cold calling, teleprospecting, referrals, and mailings

Technology Consultant

Tricor Associates, Inc - New York, TX

March 2003 to July 2010

- Ended '08 at 125% of plan, and '09 at 110%.
- Primary responsibility was to develop new business and grow existing account revenue for Tricor whose main focus was to sell technology solutions including networking (wired and wireless), consulting services, and service contracts to the small to medium business community
- Utilized a solution selling needs based approach to present a cost effective value proposition to meet those needs. Business generated through cold calling, telephone prospecting, sales funneling, etc.

Regional Sales Representative

MarketSource Corp - New York, NY

July 1998 to March 2003

- Consistently ranked in the top 10% for annual territory revenue growth
- Territory revenue increased from \$37 mil to \$43 mil
- Won President's Achievement Award for top annual territory revenue growth (123%)
- Responsibilities included generating new and incremental business by calling on the Fortune 1000 market selling HP enterprise storage devices, software products and license agreements, and service solutions
- Additional responsibilities included managing account relationships, developing marketing plans and budgets, managing a tri-state territory which included sales analysis and strategy

Reseller Sales Representative

Microsoft Corporation - New York, NY

April 1993 to July 1998

- Increased overall territory sales from \$8.9 million dollars to \$24.1 million dollars
- Primary responsibilities were to increase product acceptance and sell through of Microsoft Windows based software applications, and develop the Reseller Channel market by assisting in training, joint sales calls, and marketing promotions.
- Joint sales calls were to C level executives in the fortune 1000 market, utilizing a solution selling/consultative approach to uncover primary decision makers, needs, timeline, budget and offering product solutions to meet those needs
- Marketing strategies included cold calling, targeted seminars, leveraging channel partners, and internal client relationships as well as developing and conducting joint product seminars with select resellers

Sales Representative

Digital Equipment Corporation - New York, NY

December 1988 to April 1993

Responsibilities included account prospecting, cultivating new accounts, and sales of hardware and accounting application software solutions to the wholesale/distribution and manufacturing markets.

Leveraged third party resources as part of the account management strategy

- Won 1990 President's Award for Regional Top Sales Rep (138% sales increase).
- Average closing ratio of 75% for new business generation, with average sale being \$125,000.

- Profiled in Market Update, a national monthly company newsletter outlining the closing a large system sale (Nov./Dec. 1989 issue).

Education

BA in Industrial Psychology

Queens College

Skills

MS Office, MS Outlook, MS Publisher, Outlook, Publisher

Additional Information

COMPUTER SKILLS

MS Windows, MS Office, MS Outlook, MS Publisher