

# DANIEL COLLAR

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## Experienced Sales Professional

Results-driven outside and inside hunter sales professional with 15 years of experience selling technology products/services to large enterprise customers. A proven track record of driving sales growth. Providing excellent account management services to ensure customer satisfaction and business retention. Consistently met and exceeded sales quota and other KPIs. Bilingual in English and Spanish.

- Strong interpersonal and communication skills with positive attitude/mindset. Excel at prospecting, networking, new business acquisitions, relationship building, contract negotiations, execution of sales, and customer service.
- Utilize deep product and technical knowledge to effectively sell comprehensive IT and telecommunications services in consumer and enterprise markets.
- Proficient at consultative sales to effectively match customer needs with products and services.
- Skilled in sales management including recruiting, training, and pipeline management.

## CORE PROFICIENCIES

Solution Selling | Cold Calling | Sales Hunter | Lead Generation | Developing Relationships | New Account Acquisition & Retention | B2B Sales & Partnerships | Relationship Management | Sales Operations Management | Strategic Planning & Analysis | Channel Partnerships | Sales Presentations | Telephone Sales | E-commerce | Salesforce | CRM Tools | IT Security Products | Cloud Solutions | Strategic Sales | Managed Services | SaaS

## PROFESSIONAL EXPERIENCE

### Collar Consulting, LLC

2019 - Present

*Operate independent consulting firm to provide expertise to establish and optimize sales operations and revenue for clients.*

### SALES IMPROVEMENT CONSULTANT

Build and enable effective sales teams. Train and coach sales representatives to improve skills in prospecting, sales techniques, presentations, closings, and account management.

- Define a repeatable sales process for companies to achieve a consistent strategy and increase performance.

#### Noted Accomplishment

- For United Games LLC recruited, trained and coached 100 new sales associates over 12 months.

### Comodo Group, Inc. – Roseland, NJ

2008 - 2018

*Progressed through sales positions of increasing responsibility at a company that provides comprehensive advanced active-breach protection Cybersecurity platform and services.*

### SOUTHEAST REGIONAL SALES MANAGER (2015 - 2018)

Managed and conducted enterprise sales and oversaw accounts, with responsibility for a 6-state Southeast U.S. Territory. Collaborated with CEO/CFO/VP of sales; sales engineers; and support, marketing and legal departments to manage territory and ensure optimum sales support and customer service.

- Prospected, identified and contacted potential new customers through cold calling, e-mailing, trade shows, and other networking opportunities throughout assigned territory.
- Met face-to-face and held online meetings with information technology executives and directors to make sales presentations, answer questions, and negotiate and close sales contracts.
- Effectively negotiated prices and terms of sales and service agreements.

*Continued....*

- Managed accounts to ensure quality of service. Built relationships with new and existing customers to promote long-term business partnerships and growth. Contacted customers to review current services and expand sales opportunities with add-ons and upgrades.

*Noted Accomplishments:*

- Generated \$1.2 million in new business in 2017.
- Reached 100% of sales quota in 2015 (\$750,000 quota) and in 2016 (\$1million quota).
- Successfully closed sales with major customers including Fidelity National Information Service, Pearson Education, Inc., Macy's System and Technology, Inc., ADT, The Kroger Co., Cardinal Health, Carnival Corporation, American Heart Association.

**ENTERPRISE SALES EXECUTIVE (2012 – 2015)**

Identified prospective customers, made presentations, negotiated and closed sales, and managed accounts.

*Noted Accomplishments:*

- Generated \$750K in annual revenue.
- Consistently met and exceeded sales quotas year over year.
- Earned Presidents Club Award for excellent performance annually from 2013-2015.
- Successfully sold to large accounts including Houghton Mifflin Harcourt Publishing, Pearson PLC, 3M Company, Great-West Life & Annuity Insurance Co, London Drugs Limited, State of North Dakota, Verint Systems Inc, and Ingersoll Rand Inc.
- Promoted to position with responsibility for multi-state territory.

**PCI COMPLIANCE & PENETRATION TESTING SALES SPECIALIST (2011 – 2012)**

Represented and sold specific PCI compliance and penetration test products and services. Contacted potential and existing customers and used consultative sales to match their PCI needs with product specifications and applicable regulations.

- Quoted Penetration Test projects, payment terms, and other bid specifications.
- Selected the correct products based on customer needs.
- Consulted with businesses to supply accurate product and service information.

*Key Accomplishments*

- Sold company's first penetration test package for \$20k.
- Consistently met or exceeded sales quotas.

**BUSINESS DEVELOPMENT EXECUTIVE (2008 – 2010)**

Conducted outbound cold calls to potential and existing accounts to sell products and services. Completed 100+ daily outbound calls. Performed upselling of upgrades to existing customers.

*Key Accomplishments*

- Increased sales volume by adding 10 new accounts per month.
- Consistently met or exceeded monthly sales quotas.

**CABLEVISION – Piscataway, NJ**

2004 - 2008

*Conducted inbound sales of video, internet, and phone service to residential customers at cable provider.*

**INBOUND SALES REPRESENTATIVE**

Explained and billing, technical features, and channel lineup. Performed timely and accurate sales and order entries.

**EDUCATION & TRAINING****Associate Degree in Business Management**

Kean University, Union, NJ