

TRAVIS GORMAN

Hyper-motivated sales professional and lead generation expert obsessed with finding new business

RELEVANT SKILLS & EXPERIENCE

Cold Calling Busy Professionals	Sustained Intensity, Focus & Activity	Unshakable Resilience
Strategic Lead Generation	High Productivity Time Management	Obscene Work Ethic
SPIN Questions / Solution Selling	Effectively Communicating the Sales Story	Getting A Decision

Inside Sales Representative

Sept 2014 – Aug 2015

MAIN STREET HUB

Do-It-For-You Social Marketing for Local Business

- Uninterrupted high-volume prospecting for new business. 100 cold calls every day.
- Arriving at 7AM and **staying until 10PM** at times find new business opportunity in HAWAII
- **Starting conversations** with people who would rather do anything than talk to me
- Connecting with business owners who pay people specifically to **keep me away from them**
- **Challenging the prospect** to see a business problem they were completely unaware of
- Every lead I called was self-sourced. I targeted areas, markets, and businesses strategically
- **Expressing the urgency** of Twitter and Facebook to people who don't even use email
- Selling social media marketing to businesses who have **never spent a penny** on advertising
- Identifying all decision makers, and the **underlying pain** that would lead to them buying today
- Building enough **trust, value, and rapport** in 1-4 calls to **close multiple-location businesses**
- Scheduling rock solid appointments, and ending every call with an agreed-upon "next step"
- **Obsessive research** of particular markets to learn industry news, jargon and problems
- Delivering **engaging presentations** that show value **tailored** to their specific business needs
- Pipeline Management from sourcing new leads to closed-won accounts in Salesforce.com
- Handling pushback, put-offs, stalls, and objections to **making a business decision today**
- Closing Deals: **Obtaining commitment**, processing payment and **onboarding new customers**

I'VE COLD CALLED, AND HAD MEANINGFUL CONVERSATIONS WITH PEOPLE WHO WERE:

Under a car covered in grease	Cooking dinner for an important party	Cutting someone's hair
On the roof of someone's house	Inside of a bowling pinsetter machine	Relaxing on the beach

SCHOOL OF VISUAL ARTS, New York, NY

Bachelor of Fine Arts, Advertising

After school, I was involved in several entrepreneurial pursuits. In all of them, I was responsible for finding and developing new business. I'll gladly discuss details in conversation. Skills and experiences from this period make me valuable to your team, however, this is not what I am choosing to highlight. I want to highlight here that if you give me a product I can believe in, I will work harder than anyone else, give you my long-term commitment, learn quickly from your best, and be a producer.