

## Objective

Dynamic and results driven Business Sales Consultant with over ten years of sales and sales management experience in the Finance domain with a highly competitive nature and demonstrated ability to exceed established sales goals.

## Skills

Top Tier Sales Executive, Sales Performance Management, Product Marketing, Technologically Savvy, Negotiations & Closings

## Work Experience

### Business Sales Consultant

**Wells Fargo Merchant Services** - August 2010 – Present

- During 2010 was responsible for introducing the Wells Fargo merchant services brand to Wachovia branches including branch staff, management, communities, and clients while growing a book of business complete with 190% target profit achievement, 210% unit achievement, and 187% equipment penetration rates.
- Creating and delivering effective presentations resulting in the highest number of generated referrals among a region composed of five states and over 76 markets.
- Developing and maintaining a relationship with senior banking leadership by delivering quantifiable results and strong communication and frequent progress and status updates.
- Achieved the highest closing percentage in the region for six consecutive months of 59% from.
- Implemented multiple marketing blitzes and events to ensure consistent lead generation.
- Developed and maintained relationships with over 65 bankers, 80 tellers, 26 managers in order to cultivate consistent lead flow.
- Leading the sales team with multiple self-sourced accounts monthly through customer referrals and follow-ups and charged with presenting and sharing best practices in order to assist struggling team members.

### Business Sales Consultant

**Wells Fargo Financial** - August 2008 – July 2010

- Recognized as top new hire by consistently overachieving with new accounts, account volumes and upsells.
- Held highest activation and achievement percentage in the region and top five in the company by effectively providing excellence in customer service and assisting each client with personal visits or follow up calls.
- Conducted needs-based, consultative sales presentation to a variety of industry verticals ranging from small independent business owners to fortune 500 companies.
- Built and established relationships with local business owners, individual and affiliate group members for tax and accounting services.
- Created goal-oriented marketing incentives for business bankers to increase the quality of WFMS referrals.
- Boosted bank lead generation performance from non-performing (1 of 7 stores meeting goals) to (6 of 7 stores exceeding goals).
- Communicated with employees at all levels of the organization to gather or convey information.

## Education

Bachelor Of Arts in Economics - January 2006(Rutgers University - New Brunswick, NJ )