

Wes Preston

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Sales Executive

Dynamic sales representative with progressive experience developing business relationships, driving new sales initiatives, and leading growth to exceed revenue and client retention targets.

— Areas of Expertise —

Sales and Marketing Management | Revenue Generation Tactics | Business Process Improvement
Consultative Selling | Strategic Account Development | Contract Negotiations
Team Building | Client Relations | Data Analysis

— Career Accomplishments —

Increased revenue 16% annually in territory.
Grew monthly orders 12% with implementation of strategic negotiations.
Achieved lead performer status by ranking in top 25% in sales.

Professional Experience

Global Exchange Events
Event Sales Manager

Darien, Connecticut
1/2017 – 2/2020

Identified top and mid-tier builders and developers for introductions with leading manufacturers. Collected and analyzed data resulting in effective profiles attracting new clients and increasing customer retention. Developed innovative marketing strategies and implemented sales plans increasing profit, expanding vertical markets, and expanding business partnerships.

Key Accomplishments:

- **Grew territory revenue 16%** each year by developing inventive marketing strategies, implementing creative sales techniques, and establishing strategic alliances that generated new leads.
- Increased sale revenue annually, averaging **over \$1.4M per sales cycle**.
- Launched Multihousing Leadership Forum, **producing \$220K in revenues** during innovative meetings with leading industry executives.

IBISWorld | Envirosite | Home Advisor
Sales/Business Development Manager

New York, New York and Westport, Connecticut
2/2015 – 1/2017

In consecutive roles, exceeded sales quotas while driving customer satisfaction and growing territory base. Provided targeted insight, gap analysis, and specialized services that focused on specific market verticals to C-level executives within financial services and academic domains, resulting in higher profits and more cost-effective marketing.

Key Accomplishments:

- Broadened monthly sales pipeline **10% above goal** through consistent achievement of sales targets and **development of strategic sales plan for insurance vertical**, resulting in effective campaigns and **signed contract** at IBISWorld.
- **Expanded Southeast territory 12% monthly** and **increased customer retention 20%** with skillful negotiation of volume contracts at Envirosite.

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- Recognized as **Top 25% in sales territory** by exceeding monthly sales quotas and leading team in revenue growth and customer retention at HomeAdvisor.

Green Ray LED Lighting

Inside Sales Representative

Greenwich, Connecticut

9/2012 – 12/2014

Diligently studied vertical markets, analyzing each target, providing financial assessments, and scheduling promotional meetings for outside representatives. Provided superior customer service and operational insight by tracking inquiries for quotes, purchase orders, and warranty claims, then used CRM tools to collect data and report outcomes.

Key Accomplishments:

- **Increased client meetings 35%** by using sales prospecting analysis and identification strategies to improve quality of promotions and marketing.
- **Drove revenue to \$2.65M** with adept consulting and strategic planning, resulting in the addition of three significant LED lighting distributors.

Education and Credentials

Bachelor of Arts in Economics

Bachelor of Arts in Communication

Denison University – Granville, OH

Professional Development:

Sales Training: Practical Sales Techniques-Udemy • The Art of Negotiation: Chris Voss-Masterclass