

Contact

brad.reno@comcast.net

www.linkedin.com/in/18182015
(LinkedIn)

Top Skills

Consultative Selling

Integrity

Leadership

Brad Reno

Territory Sales Representative
Chandler

Summary

Results-driven, accomplished Sales professional offering over 20 years' experience driving sales in diverse industries. Proven relationship building sales professional who performs as a key partner and provides critical leadership and advice to colleagues, clients and prospective clients. Demonstrates ability to build effective coalitions with clients to facilitate sales growth, easily adapts to change and manage multiple concurrent tasks. Innovative, high-energy person with excellent organizational and communication skills, a track record of proven success and the capacity to assume increasingly significant responsibilities.

Specialties: Cultivate and foster exceptional relationships with internal / external clients and be their trusted advisor, develops trust, consultative sales, independent, self motivated, honesty, integrity, leadership, self starter, openness and communication are all areas of strength. From my past experiences, as well as the team sports played through college enables me to bring rare intangibles of a positive working environment with associates in a team atmosphere, also help with the development and training of everyone around me and associated with me on both a personal and professional level of mentoring and going above and beyond for mutual success.

Experience

Auto Safety House

Territory Sales Manager

September 2015 - April 2020 (4 years 8 months)

Phoenix, Arizona

Prospect and locate new customers, support, manage, and maintain all existing customer accounts. Report and track all sales activity to confirm performance objectives and goals. Develop relationships and work with fleet customers to provide the knowledge, parts, and Services to run more efficiently

with less money for accounts in my book of business. Expand a book of business with new profitable revenue.

Labor Finders

Business Development Manager

July 2014 - May 2015 (11 months)

National Industrial temporary help staffing company. BDM oversees all sales efforts of the office, outside sales, customer service and grow customer base by; securing new business by consultative selling, servicing existing customers to include site evaluations and visits and reactivating inactive customers.

Assist in recruiting, processing, servicing, dispatching and paying temporary employees. Also, make sales, service, collection calls and follow the direction of the Director of Sales.

Inland Kenworth PacLease

Fleet Truck Sales Representative

January 2014 - May 2014 (5 months)

Phoenix, Arizona Area

Truck sales and marketing execution, managing customer relationships and administrative duties related to the required deal file leasing and sales documentation. Learned various administrative duties in truck sales department in order to educate, train, and acquaint myself with the various processes and procedures involved in truck sales. Executed, developed and established new customers and territory by cold calling, developing relationships and educating potential customers through my consultative sales and follow up processes. Executed 10 profitable sales in 6 months.

Beta Technology Inc.

Sales Consultant

July 2013 - December 2013 (6 months)

Driven, creative, dynamic leader responsible for growing business in an industry-focused territory, evaluated needs and opportunities within customer accounts, and negotiating effectively to overcome obstacles and gain customer commitment. Maintain understanding of customer's business, including their decision making process, industry needs and trends, and competitive situation. Consultative sales approach, technical knowledge, and natural curiosity are central components to demonstrate my skills and abilities with customers and colleagues. Initiative, curiosity, creativity, and sales acumen to turn an idea into a prospect, and a prospect into a long-term customer.

S.P. Richards

Sales Representative

February 2012 - June 2013 (1 year 5 months)

Indianapolis, IN/Columbus, OH

In response to a declining industry, mature market, I had a 21% increase in sales Q1 2013 over 2012, #2 in North Central and in top 10% of the company in Goal Quota Leader Achievement at 103.2% and top 10% in company for Focus Category Goal Quota Leadership Achievement. Top 5% in call frequency and sales activity.

Consulted business owners and business principles acting as a key partner providing critical leadership, advice, establish budgets, worked with management to increase market share and facilitate sales growth and increase margins, provide leadership with IT departments to establish and develop web-site presence and new business opportunities via web-site utilization along with implementation of training plans, promotions, initiate collaboration of sales and operations staffs to bridge the gap to mutually benefit dealer success and internal company profitability, track and report sales metrics, help dealerships evaluate and prioritize sales opportunities, create product promotions, up-sell opportunities, create brand awareness, cross-selling techniques, implemented, educated and conducted training seminars for staff to guarantee and gain product knowledge, motivate, trained and led independent sales staffs and worked with purchasing to best utilize marketing dollars to facilitate sales growth, increase profit margins and bottom-line revenue.

Instantwhip Foods - Indianapolis, IN

Sales Representative

February 2010 - July 2011 (1 year 6 months)

Indiana

Implementation of new business development by establishing comprehensive cold-calling initiatives, account management and follow up strategies working with business owners to help broaden their menu and offerings to maintain and increase revenues. Consulted in marketing of business and help create promotions to generate additional revenue and increase profit margins. Help establish and stay within budgetary base-lines with marketing.

Stoops Freightliner

Sales Leasing Agent

March 2009 - February 2010 (1 year)

New business development by establishing comprehensive cold-calling initiatives developed a follow-up process to increase close percentage per call for leasing or selling of medium and heavy duty trucks for commercial fleet customers.

The Freije Company

Electrical Services Specialist

October 2008 - March 2009 (6 months)

Implementation of new business development by establishing comprehensive cold-calling initiatives, account management and follow up strategies working with business owners to be proactive and prevent major business interruptions or loss of business with our electrical services product. Develop relationships to develop additional profitable pull through business.

Meredith Machinery

Sales Engineer

August 2007 - July 2008 (1 year)

Indianapolis, Indiana Area

Team up with the Vice President of Sales to develop the junior sales position which worked along-side of and independently to develop new sales within the southern Indiana geographical territory. In doing so, I conducted round table discussion and collaborated with the Applications Engineers to design the lowest cost per piece output selling capital equipment, Machine Tools for greatest margin improvements. Developed Sales strategies for existing clients, conducted comprehensive cold calling initiatives for new business development and sales growth and profit margins.

Smead Manufacturing

Territory Sales Representative

April 1998 - June 2007 (9 years 3 months)

Indiana, Kentucky and Illinois territory

Directed a \$20 million dealer base, catapulted record keeping software sales 295% by development and implementation to deploy a new product pilot program and built a new distribution channel to increase sales, achieved #2 ranking in software sales nationwide, spearheaded initiatives to catapult sales in order to ensure sales objectives were surpassed each and every year, worked with owners and principles of independent office product dealerships to consult and increase sales /boost profit margins, work with sales management and sales representatives to develop product promotions, sales contest,

motivate, educate, share information and facilitate up-selling to their customers for bottom-line results and increase in sales.

American Freightways

Account Manager

January 1993 - May 1998 (5 years 5 months)

Involved with the opening of the state of Indiana expansion by providing customers with logistic solutions. Account management to maintain and grow the business within existing customers, cold-calling strategies to expand client base of new clients, worked as a quality facilitator within the customer centers sales and operations department to share information and educate on handling and impact to the bottom-line profits. Increase communication and awareness for continued success.

Education

Hanover College

Bachelor of Arts, Business Administration · (1983 - 1988)