

# Tech Sales Representative

# Cindy Baldwin

## Professional summary

Motivated and results-driven tech sales representative with 6 years of experience in B2B software sales. Proven ability to exceed sales targets by 20%, nurture leads, and build strong customer relationships. Adept at demonstrating software solutions and conducting product demos for small to mid-sized businesses.

## Experience

### Tech Sales Representative

July 2021 - Now

TechCo Solutions / San Francisco, CA


- Generate new leads and qualify prospects using CRM software (Salesforce) through cold calling, email outreach, and attending industry events, consistently securing new opportunities and increasing the sales pipeline by 30%.
- Consistently exceed monthly sales quotas by 15-20% by identifying potential clients' pain points, tailoring solutions, and closing deals with small and mid-sized businesses across multiple industries.
- Conduct live product demos and webinars for prospects, showcasing the features and benefits of our SaaS offerings, resulting in a 30% increase in conversion rates and a 10% boost in customer satisfaction.
- Managed the pipeline of prospects and tracked sales progress by updating CRM systems, providing weekly forecasts to senior management, and ensuring accurate reporting.
- Collaborated with marketing and product teams to optimize lead-generation strategies, contributing to a 25% improvement in the quality.


### Sales Associate

June 2019 - June 2021

SmartTech Inc. / San Jose, CA

- Managed inbound sales inquiries for software products, performing initial assessments to qualify leads and build relationships with potential clients, contributing to a 15% increase in the client base.
- Assisted in closing deals with an average value of \$50,000, following up on leads, and presenting the benefits of product offerings in both one-on-one meetings and group settings.
- Worked closely with the sales team to improve outreach strategies, providing feedback on customer concerns, which led to a 10% reduction in churn rates.
- Achieved 120% of the quarterly sales target in the first year through consistent prospecting and demonstrating a deep understanding of the company's product offerings.

 (555) 123-4567

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 San Francisco, CA

## Links

LinkedIn: /in/cindybaldwin

## Education

### Bachelor of Arts in Marketing


University of California, Berkeley

Graduated: May 2019

### Certified Sales Professional (CSP)

Sales Management Association, 2020


## Skills

CRM Software (Salesforce, HubSpot) 

Lead Generation & Qualification 

Product Demos & Presentations 

B2B Sales Strategies 

Customer Relationship Management 

Sales Negotiation 