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COURTNEY ZEROLE

TRANSFORMATIONAL SALES DIRECTOR

National Expansions | Business Development | Rapid Growth

Accomplished in designing game-changing strategies that propel industrial equipment and service sales. Known for generating multimillion-dollar sales increases and dominating new markets upon arrival. Able to guarantee remarkable growth by employing repeatable, never-fail sales techniques.

- ✓ Brought Regional Sales from \$54M to \$90M
- ✓ Built \$16M Sales Office in 12 Months
- ✓ Grew Annual Sales by \$36M in 2 Years
- ✓ Captured 86% of North America Market Share
- ✓ Led Top-Performing Sales Team of 135+

"Sales are contingent upon the attitude of the salesman – not the attitude of the prospect." – W. Clement Stone

SIGNATURE STRENGTHS

- Revenue & Profit Maximization
- Contract Negotiation & Closing
- Consultative & Solution Selling
- Organic & Inorganic Growth
- Key Account Management
- Upselling & Cross-Selling
- Go-to-Market Strategies
- Business Transformations
- Tactical & Adaptable Business Planning
- B2B, Distribution, & Channel Sales
- Talent Development & Retention
- Market & Competitor Research

CAREER SUCCESS

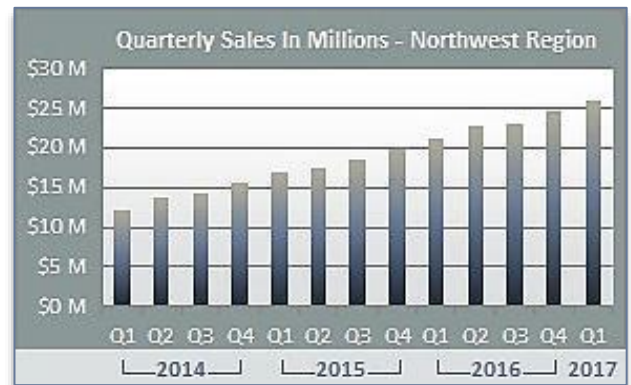
INDUSTRIAL COMPANY, Portland, OR 2014 to Present

Nation's leading industrial products and service provider.

Sales Director, Channels and Distribution, Northwest Region

*Reports: 12 Sales Managers, 125 Sales Representatives
Annual Sales: \$90+ Million; Channel Network: 630+ Partners*

Surpassed ambitious growth objectives by expanding business beyond the existing operational footprint. Improved brand presence by growing partner channels and onboarding distributors/agents. Led organizational change strategy and repositioned multiple channels to better serve different industries. Instituted high-impact sales tactics and programs.



Delivered Results

- **Boosted annual sales to \$54 million in 2014**, \$72 million in 2015, and \$90 million in 2016 by strengthening sales channel infrastructures and crafting targeted go-to-market strategies. Exceeded all annual quotas by at least 15%.
- **Drove average product sales from \$1.2 million to \$1.5 million per transaction**, and service sales from \$40,000 to \$110,000, while optimizing margins. Introduced value pricing strategy and profitable consultative selling approach.



ABC INCORPORATED, Portland, OR 2012 to 2014

Transporter of industrial and transportation equipment.

Managing Director, Business Development, New Markets & Acquisitions

Reports: 8 Sales Managers, 60 Sales Representatives; Annual Sales: \$72+ Million

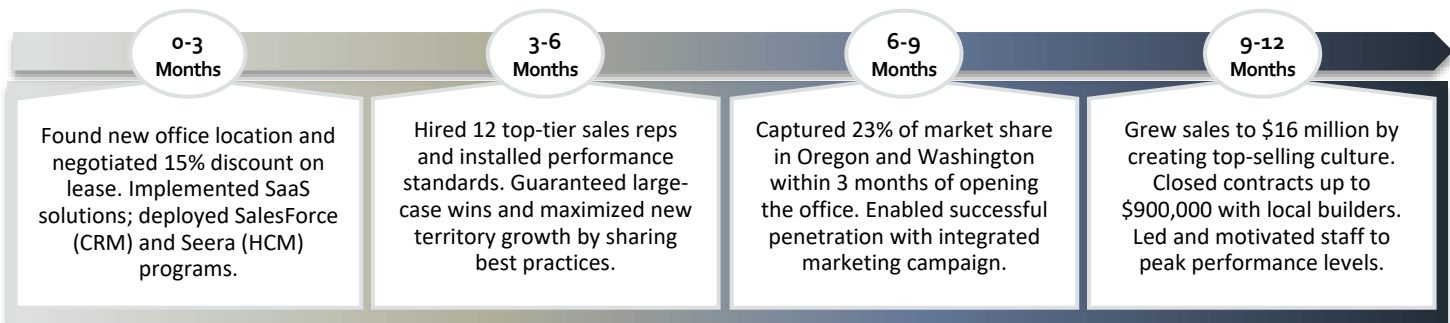
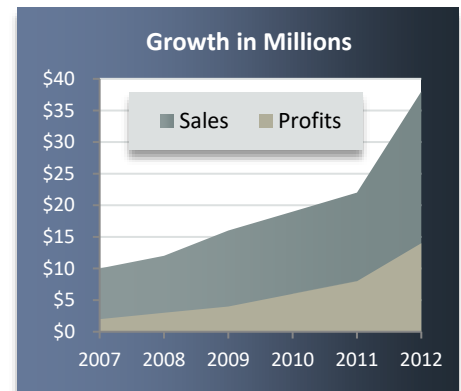
Owned the Canadian market and established the Business Development Office to penetrate North American markets. Produced scalable organizational structure, processes, human capital management plans, and go-to-market strategies.

Delivered Results

- **Brought ABC's market share from 46% to 86% for all of North America**, beating Fuly Industrial, ACME Company, and Inda Perma. Grew presence through new distribution partnerships and B2B sales.
- **Built \$28 million sales pipeline in 14 months** after immediately bringing \$6 million in new revenue with a 32% margin. Developed regions outside the Pacific Northwest as part of the private equity growth plan.
- **Improved sales productivity 16%**, realizing a **\$700,000 year-over-year revenue increase**, after leading strategic sales support and training initiatives designed to better promote product lines.

ACME INDUSTRIAL, Portland, OR**2007 to 2012***Installer of quality, proven products for construction projects of all types.***Business Development Manager, Northwest District***Reports: 25 Sales Representatives; Annual Sales: \$38+ Million*

Transformed district sales teams by prioritizing aggressive sales growth over passive customer service. Maximized existing business across 4 distinct regions while accelerating new market development. Empowered sales force to respond more effectively to rapid market shifts by introducing adaptive sales strategies and innovative products. Developed regional up-selling/cross-selling plans and performance incentives.

Built new sales organization from the ground up, generating \$16 million in just 1 year:**Delivered Results**

- **Grew annual sales from \$10 million to \$38 million, and improved effectiveness of sales team by 33%**, after implementing comprehensive training programs. Introduced sales scripts and follow-up methods designed to eliminate objections.
- **Maintained 30% closing ratio while expanding business into Canada.** Closed contracts valued up to \$1.8 million, and added \$3 million to bottom-line profit, by creating partner channel that supported new heavy equipment leasing services.
- **Increased channel rating score from 3/10 to 8/10**, resulting in better partner retention. Built robust channel staff infrastructures to facilitate astonishing growth.

Past success as a Sales Representative at Fuly Industrial, as a National Account Manager at XYZ Incorporated, and as a Sales Manager at Gable Enterprises.

EDUCATION & CERTIFICATIONS**Master of Business Administration – International Business**

UNIVERSITY OF OREGON, Eugene, OR, In Progress

Master of Education and Training

OREGON STATE UNIVERSITY, Corvallis, OR

Bachelor of Arts – International Political Science

UNIVERSITY OF PORTLAND, Portland, OR

Certifications

- SEC Sales & Coaching Certification
- Master Certification in Dimensional Selling & Coaching
- Forum Consultative Selling & Coaching for Success Certification

PROFESSIONAL ORGANIZATIONS

Sales Management and Training Professionals (SMTP)
International Society of Performance Improvement (ISPI)

“Courtney is an uncommonly skilled and knowledgeable industrial sales leader. She can accomplish anything because she has clear “big-picture” vision and the proven ability to drive substantial change.”

– Bob Johnson, CEO, Industrial Company

“Courtney makes brilliant use of her staff's talent and pushes everyone towards the bigger goal. I cannot speak highly enough about her management style and her knack for working strategically to accomplish any goal. She always brings out the best in the people she works with.”

– Linda Manning, CEO, ABC Incorporated