
PROFESSIONAL SUMMARY

Accomplished, results-oriented sales strategist with a track record of exceeding revenue targets and cultivating strategic relationships with key stakeholders. Multilayered Technology problem solver and accustomed to driving exponential growth in sales revenue across a diverse portfolio of Fortune 500 – 2000 clients in vertical segments such as SLED, K-12 Education, Healthcare, Utilities, Public Transit and Public Safety. Expert at interpreting data and market insights to develop innovative sales plans that drive revenue growth and effectively address customer needs. Analyze market trends and competitor strategies to shape product development initiatives that enhance competitive edge to strengthen customer loyalty. Utilize a deep understanding of customer needs to strategically guide the sales team in achieving sales targets and forging long-lasting client relationships. Adept at identifying new account opportunities and successfully expanding market presence. A trusted advisor with a Consultative Approach, ready to deliver impactful results.

CORE COMPETENCIES

Strategic Hunter • Sales Cycle Management • Territory Management • Business Development • Sales Pipeline Management • Closing Skills
Business Value Propositions • Marketing Strategy • SWOT Analysis • Competitive Analysis • Customer Needs Analysis • Revenue Growth
Market Expansion • New Account Acquisition • Distributor Sales Support • Pricing Strategy Forecasting Sales Presentations & Product
Demonstrations • Product Training Initiatives • Networking & Relationship Building • Contract Negotiation Leadership & Collaboration

TECHNICAL SKILLS

Salesforce • NetSuite • HubSpot • GovSpend • Visio • AutoCAD • ZoomInfo • Microsoft Excel

WORK HISTORY

Justice AV Solutions – Los Angeles, CA

05/2023 – Present

REGIONAL SALES MANAGER

- Maintain a strong average Total Pipeline Funnel of \$15M and ROM Average of \$150K - \$250K, sustain consistent ability to drive sales revenue growth through assertive outbound cold calling, prospecting, discovery-diagnostic fact finding.
- Engage Consultative Information gathering and SWOT Analysis skills, identify Open Loop pain-point opportunities and drive the customization of Scope-Network Design, dissect Audio-Video Networking RFI-RFP guidelines and assess client expectations.
- Evaluate Client's adoption criterion with Open API customization Software, architect Cloud archiving and Trial Sessions backup redundancy strategies, demonstrate superior interoperability with ERP Case Management Documentation workflow.

Key Highlights:

- Strategically Bridging-the-GAP presenting Smart Autonomous Audio-Visual switching synchronization, Appliance switching software processors performed minimal latency, differentiator overshadowed competitors resulting in total revenue \$600K.
- Exceeded Hybrid AV Systems Sales Quota for multiple consecutive quarters, executed high-level Core-Application technical problem-solving resolution abilities and intricate strategic sales planning.
- Competitive market analysis led expansion into new client sectors such as SLED, Corrections and Utilities, achieving a growth in revenue through the sale of Ethernet-AVoIP Audio-Mixers, Video-Switchers, Digital Recorders and Auxiliary Controlled Systems.

Mutualink Corporation – Los Angeles, CA

01/2021 – 03/2023

CLIENT SOLUTIONS EXECUTIVE

- Managed RFI-RFP generation, exhibited cross-functional team leadership, positioned front-end Panic Button-Visitor Alert Identification software applications with multilayered back-end Linux-Microsoft VPNs Gateway for robust integrated solution.
- Built and cultivated strong client relationships through consultative information gathering and SWOT analysis, positioned the company as a trusted partner with in-the-field Emergency Response Agencies and Tactical Command Center Operations.

Key Highlights:

- Spearheaded successful Strategic Sales Revenue/Prospecting/Win Ratio KPIs planning initiatives, realigned vertical client sectors such as SLED, Healthcare, Utilities and Public Transit resulting in exponential revenue growth.
- Converged disparate 5G-PLTE Communication Systems GAP/FIT on-demand collaboration Emergency Response SaaS application, sold IaaS - Managed Multimedia Gateways, established Total Pipeline Funnel of \$45,000,000.00 and ROM Average \$100 - \$250K

MICHAEL E. BAIN

TouchTel Mobile Corporation - Touch Tel GPS – Los Angeles, CA

02/2005- 12/2020

REGIONAL SALES MANAGER

- Drove exponential growth in New Account Acquisition across diverse industries and led upsell of Fixed Wireless Internet subscriptions, ranging from 100 Mbps to 10 Gbps, resulting in enhanced network capabilities and increased customer retention.
- Emphasized cross-functional engineering collaboration efforts and leveraged innovative consultative selling techniques to close high-value deals, resulting in significant revenue growth and market share expansion.
- Built and maintained strong relationships with key clients in K-12, SLED, Public Safety, Healthcare, Public Transit, Utilities, Logistics, Broadcasting verticals, driving revenue growth and ensuring customer success through tailored solutions.

Key Highlights:

- Attained Top National Sales Performer status by surpassing 155% Annual Hardware-Appliance Sales Quota establishing Critical RF LMR-LTR-Digital Mobile Radio VHF-UHF-900 MHz Infrastructures, presented redundant Microwave PT-to-PT WAN-LAN Networking, leveraged ancillary RFID-Barcoding with iOS/Android WMS IoT-M2M Endpoint Gateway Management.
- Identified strategic upsell opportunities and consistently exceeded 175% Quarterly Quota in MRC Unified Communications, consolidated VOIP-IP Video Management and IoT RTLS – IoT Intrusion Sensors, boosting revenue and customer adoption.
- Top National Sales Performer with 150% Quarterly Quota achievement in MRC SaaS Recurring Revenue. Boosted sales of GPS Telematics—Asset Management, Dispatch-MDT Routing Services, achieved significant annual solution sales of \$2.5M.

TOUCHTEL MOBILE MILESTONES:

Annual Sales	2012	2013	2014	2015	2016	2017	2018	2019	2020
REVENUE SOLD	\$ 2.1 M	\$ 2.5 M	\$ 2.3 M	\$ 2.5 M	\$ 3.2 M	\$ 2.6 M	\$ 2.9 M	\$ 2.6 M	\$ 2.1 M
% OF QUOTA	110%	125%	115%	125%	160%	140%	135%	130%	110%

ADDITIONAL EXPERIENCE

SENIOR TECHNICAL SALES SPECIALIST | S.B.C. Communications – Anaheim, CA

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Telecommunications Management | University of Alabama – Tuscaloosa, AL

Miller Heiman Strategic Selling | Challenger Selling Model | Sandler Selling Systems | CCNA