



Sandra Thompson

Sales Manager

CONTACT INFORMATION



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Phoenix, AZ 12345

EDUCATION

B.S. Finance, Arizona State University, 2013

Force Management Command of the Message, 2021

KEY SKILLS

- Mid-market and enterprise deal coaching
- Forecast accuracy and pipeline review
- Salesforce, Clari, 6sense
- Co-sell motion with CS and partnerships
- Quota and territory design
- Hiring and performance management
- MEDDPICC and Command of the Message
- Contract negotiation up to \$1M ACV
- Sales operations partnership

ABOUT ME

Senior sales manager with 11 years in fintech and payments, last four leading two pods of mid-market AEs. Built a \$22M book of business through a combination of new logo focus and a structured expansion motion with customer success.

PROFESSIONAL EXPERIENCE

Senior Sales Manager, Mid-Market

Northrend Payments, Phoenix, AZ | 2020 - Present

- Lead two pods totaling 12 AEs and 4 SDRs, \$22.4M in new ARR in 2023, 108% of plan.
- Stood up a co-sell motion with the CS team that drove \$3.7M in expansion revenue in year one.
- Coached three AEs into President's Club and promoted one into a team lead role.
- Replaced a stale outbound list strategy with ICP scoring in 6sense, doubled meetings booked per SDR per week.
- Run a monthly forecast call with the CRO and finance, forecast accuracy within 4% over the last six quarters.

Sales Manager

Northrend Payments, Phoenix, AZ | 2017 - 2020

- Managed 6 AEs covering the Mountain West, took the team from 78% to 115% of quota in two years.
- Built the first version of the team's deal review template, still in use across the org.
- Negotiated 11 enterprise contracts ranging from \$250K to \$900K ACV.
- Reduced AE ramp time from about 6 months to 4 by rewriting the playbook and bringing in weekly role-plays.

Account Executive

Kestrel Merchant Services, Tucson, AZ | 2013 - 2017

- Carried a \$900K quota into restaurant and retail accounts, hit quota every year.
- Top-ranked AE in 2016 with \$1.3M closed.
- Trained as a deal desk reviewer in last 12 months before moving into management.