



DANIEL OKAFOR

ABOUT ME

Sales supervisor with 6 years running outbound and field teams in B2B distribution. Track record of hitting quota at the team level while keeping rep turnover under industry norms.

PROFESSIONAL EXPERIENCE

Outbound Sales Supervisor | February 2022 - Present

Keystone Industrial Supply, Columbus, OH

- Supervise 9 outbound reps targeting mid-market manufacturing accounts in OH, KY, and IN.
- Team closed \$6.2M in new logo revenue in 2023, beating goal by about 14%.
- Rebuilt the cadence playbook in Outreach after audit showed reps skipping the day-7 touch.
- Run a Monday pipeline review and a midweek deal desk for anything above \$40K.

Inside Sales Team Lead | March 2020 - January 2022

Halverson & Reed Distribution, Cincinnati, OH

- Player-coach role: carried a quota of about 60% normal while leading a pod of 5 reps.
- Built the weekly forecast roll-up the director used in regional QBRs.
- Drove a 22% lift in qualified meetings booked after redoing the discovery script.
- Handled hiring loops for 4 backfills, including phone screens and role plays.

Account Executive | June 2018 - February 2020

Halverson & Reed Distribution, Cincinnati, OH

- Carried a \$1.1M quota across MRO accounts in southwest Ohio.
- Hit 108% and 115% of plan in 2018 and 2019, respectively.
- President's Club, 2019.

CONTACT INFORMATION



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Columbus, OH

EDUCATION

B.S., Marketing

University of Cincinnati

May 2018

KEY SKILLS

- Salesforce + Outreach
- Forecasting and pipeline reviews
- Coaching to MEDDIC
- Hiring and onboarding reps
- Quota planning
- Territory design
- Deal desk
- Performance management
- Power BI dashboards