



Jeffrey Baker

Sales Manager

Sales manager with 8 years building outbound teams in B2B SaaS and industrial supply. Took a 6-rep mid-market team from missing quota two quarters running to 112% attainment by rebuilding the territory plan and pipeline review cadence. Comfortable in Salesforce, Outreach, and weekly forecast calls with finance.

PROFESSIONAL EXPERIENCE

- **Senior Sales Manager, Brightline Logistics Software, Raleigh, NC**
2021 – Present
 - Lead 9 mid-market AEs covering the Southeast, \$14.2M closed-won in 2023 against a \$12.5M target.
 - Rewrote the discovery script and qualification rubric after win-rate slipped to 18%, pulled it back to the high 20s within two quarters.
 - Run weekly 1:1s and a Friday pipeline scrub, cut slipped deals roughly in half over the year.
 - Promoted two SDRs into closing roles and built a 30-60-90 ramp that got new hires to first deal in about 75 days.
- **Sales Manager, Coastline Industrial Supply, Wilmington, NC**
2018 – 2021
 - Managed 5 outside reps across coastal NC and SC, grew regional revenue from \$4.1M to \$6.8M over three years.
 - Negotiated a master supply agreement with a regional contractor group that added 22 new accounts.
 - Sat in on roughly half of all closing calls during the first six months to coach reps on objection handling.
 - Built a basic CRM dashboard in HubSpot after inheriting a spreadsheet-only pipeline.
- **Senior Account Executive, Coastline Industrial Supply, Wilmington, NC**
2016 – 2018
 - Carried a \$1.8M quota selling MRO supplies into manufacturing accounts, finished 2017 at 124%.
 - Opened 14 new logos, including the largest single account in branch history at the time.
 - Mentored two junior reps on territory planning and CRM hygiene.

CONTACT INFORMATION

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EDUCATION

- B.S. Business Administration, East Carolina University, 2015
- Sandler Sales Management Certification, 2020

KEY SKILLS

- Pipeline forecasting and Salesforce reporting
- Territory planning and quota setting
- Coaching and ride-alongs
- MEDDPICC and Sandler methodology
- Outreach and SalesLoft cadence design
- Contract negotiation
- Hiring and ramp plans
- Cross-functional work with marketing and CS