

Brenda Mitchell

Inside Sales

Inside sales professional with six years selling SaaS and business services into small business and mid-market accounts. Full-cycle seller from cold outreach through close, known for tight follow-up cadences that keep pipeline moving. Consistent quota attainment across three different products.



EDUCATION

B.A., Communication, University of North Carolina at Greensboro, 2019 |

Sales Training Program, 2021 |



KEY SKILLS

- Salesforce CRM
- Outreach and SalesLoft cadences
- Deal qualification and discovery frameworks
- Discovery calls and demo delivery
- Cold calling and objection handling
- Pipeline forecasting
- ZoomInfo and LinkedIn Sales Navigator
- Contract negotiation up to \$75K annual contract value



PROFESSIONAL EXPERIENCE

Senior Inside Sales Representative

Northwind Analytics, Raleigh, NC, | 2022 – Present

- Closed \$1.34M in new annual recurring revenue during 2023, finishing at 128% of quota and earning a spot on the President's Club trip.
- Managed a pipeline of roughly 90 active opportunities across a five-state territory, with average deal size around \$18K.
- Partnered with two SDRs to refine outbound messaging, which lifted our meeting-to-opportunity conversion from about 22% to 34% over two quarters.
- Ran product demos for prospects in the logistics and light manufacturing verticals, tailoring the walkthrough to their existing ERP setup.
- Mentored three newer reps on discovery-call structure and deal qualification.

Inside Sales Representative

Cascade Print Solutions, Charlotte, NC, | 2019 – 2022

- Handled 60-75 outbound calls per day into a book of dormant and net-new accounts, generating around 40 qualified opportunities per month.
- Grew a territory of small print buyers from \$410K to \$680K in annual bookings across two fiscal years.
- Recovered 22 lapsed accounts by rebuilding relationships after a merger that had disrupted their previous rep coverage.
- Selected as one of four reps to pilot a new CRM workflow in Salesforce, then trained the remaining 18-person team on the rollout.