

MJ

Mary Johnson

Inside Sales

Inside sales manager with 12 years in B2B software and a track record of building teams that hit number two years running. Focused on hiring, coaching, and forecasting discipline, with hands-on experience rolling out sales technology in growing organizations.

CONTACT INFORMATION



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EDUCATION

- B.B.A., Marketing, Georgia State University, 2013
- Force Management Command of the Message Workshop, 2022

KEY SKILLS

- Team hiring and ramp design
- Forecasting and commit discipline
- Salesforce and Clari administration
- Gong call coaching
- Territory and quota design
- Compensation plan input
- MEDDPICC and Command of the Message
- Cross-functional partnership with marketing and customer success
- Annual sales kickoff planning
- Career-path frameworks for AEs

PROFESSIONAL EXPERIENCE

Inside Sales Manager | Aspenridge Property Software, Nashville, TN 2021 - Present

- Lead a team of 14 inside account executives and 4 outbound reps covering the Southeast, responsible for a \$9.6M new revenue target in FY2024.
- Team finished FY2023 at 112% of plan, with 10 of 14 AEs at or above quota, up from 6 of 12 the prior year.
- Rebuilt the interview loop and hired 11 reps across two years, with 9 still on the team and ramped.
- Cut ramp time from around 7 months to 4.5 months by rewriting the onboarding curriculum and pairing new hires with senior reps for the first 60 days.
- Owned the weekly forecast call with the chief revenue officer and improved commit accuracy from roughly 78% to 91% over four quarters.

Senior Inside Sales Representative | Thornbury Marketing Cloud, Atlanta, GA 2018 - 2021

- Carried a \$1.1M quota and finished each of three years between 118% and 137% attainment.
- Closed the largest deal in team history at the time, a three-year \$412K contract with a regional restaurant group.
- Served as player-coach for a pod of four reps during a manager vacancy that stretched about five months.
- Piloted Gong rollout for the segment and built the initial coaching scorecard the sales enablement team adopted.

Inside Sales Representative | Kingfisher Payments, Atlanta, GA 2015 - 2018

- Sold merchant payment processing into restaurants and specialty retail, averaging 14 new accounts per month.
- Grew from ranking in the bottom third of a 40-rep floor in year one to top five by year three.
- Recognized as Rep of the Quarter three times across the three-year tenure.
- Trained six new hires on the discovery script during onboarding shadow weeks.

Business Development Representative | Larkspur Digital Agency, Atlanta, GA 2013 - 2015

- Generated qualified meetings for a team of five account executives, averaging 22 booked meetings per month.

- Hit 118% of pipeline-generation target in 2014 and was promoted into a closing role after 20 months.
- Built the initial list-building playbook using ZoomInfo and LinkedIn, which the team used for two years.
- Contributed to closing \$640K in agency retainers during tenure through sourced pipeline.