



Ethan Palmer

Account Executive

Account executive with 6 years of experience in B2B sales, proposal development, and territory growth, holding a Certified Professional Sales Consultant credential. Generated \$2.48M in annual sales revenue by owning the full sales cycle from prospecting through close for 34 strategic accounts, and grew territory revenue by \$387,000 year over year by negotiating improved shelf positioning and co-op advertising agreements with 11 retail merchants.

PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE

TYGART RIDGE INDUSTRIAL SUPPLY, ELKINS, WV | 2023 – PRESENT

- Prepare and submit an average of 27 proposals per month by coordinating pricing, availability, and credit terms with internal teams, up from 16 per month in the prior year.
- Generated \$2.48M in annual sales revenue in 2025 by owning the full sales cycle from prospecting through close for 34 strategic accounts.
- Grew territory revenue by \$387,000 year over year by negotiating improved shelf positioning and co-op advertising agreements with 11 retail merchants.
- Answer an average of 43 product and pricing inquiries per day using Salesforce to log interactions and track follow-up within 24 hours.

SALES REPRESENTATIVE

CHEAT MOUNTAIN BUILDING PRODUCTS, BUCKHANNON, WV | 2021 – 2023

- Delivered \$1.43M in annual sales revenue by managing a portfolio of 28 commercial accounts across a four-county territory.
- Increased revenue by \$264,000 year over year by introducing product samples and catalogs to 19 prospective accounts during quarterly site visits.
- Built and executed a sales plan that raised proposal volume from 11 to 22 per month within 8 months of hire.
- Coordinated with warehouse staff using NetSuite ERP to confirm inventory availability, reducing order errors to fewer than 3 per quarter.

INSIDE SALES ASSOCIATE

ALLEGHENY PLATEAU OFFICE SOLUTIONS, CLARKSBURG, WV | 2020 – 2021

- Contributed \$618,000 in annual sales revenue by fielding inbound calls and preparing 14 proposals per month for small-business accounts.
- Answered customer questions on product uses and credit terms, resolving an average of 37 inquiries per day.
- Supported senior representatives by assembling product catalogs and spec sheets, cutting proposal preparation time from 3.5 hours to 2.1 hours per document.

EDUCATION

BS in Marketing

Davis & Elkins College, Elkins, WV | 2016 – 2020



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KEY SKILLS

- Salesforce
- NetSuite ERP
- Microsoft PowerPoint
- B2B Sales Planning
- Proposal Development
- Account Management
- Contract Negotiation
- Product Demonstration
- Territory Analysis
- CRM Reporting

CERTIFICATIONS

- Certified Professional Sales Consultant, Manufacturers' Representatives Educational Research Foundation, through its Institute for Professional Advancement, 2023