

Emmett Bradford

Technical Sales Executive

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Location

Dallas, TX

Profile

Purpose A highly experienced sales and sales management professional with comprehensive strategic selling, planning and sales process implementation skills. Successful in closing large complex sales cycles and consistently over-achieving multi-million dollar objectives, while driving company profitability and cost containment goals. Seeking a leadership position as a Sales Manager or Sales Executive where these skills will add similar or greater value. To your company, I bring pride in customer and client satisfaction, as well as a strategic thinking nature and strong work ethic. I work independently with confidence and enthusiastically within a team environment. Additionally, I have the utmost respect for personal and business ethics.

Availability Immediately.

Key Skills

Proficient or familiar with an array of concepts, processes, strategies and human attributes:

Sales
Hunter, Quota Achiever,
Award Winner

Business Management
Perennial Growth, Team
Development, Training

Marketing
Creation, Implementation,
Change

People Skills
Adaptable, Generational,
Effective Communicator

Work Experience

Greenstar Recycling
Garland Texas
Business Recycling Consultant
January 2010 to Present

- Develop and execute a sales strategy to achieve or exceed the company's target growth and margin requirements.
- Achieve or exceed established target revenue, POS, margin and other KPI's with identified accounts.
- Develop and maintain business plans with identified accounts.
- Establish and maintain top-level contact with key decision makers within identified user accounts.
- Develop and implement product/sales training programs with identified accounts.
- Develop and implement marketing programs with identified accounts.
- Develop and implement product launch programs with specified channels.
- Coordinate and support end-user focused inside and field activities.
- Close end user opportunities with partners where appropriate.
- Identify and pursue new opportunities with appropriate channel partners.
- Analyze factors in the marketplace to formulate forecasts, estimates and projections that impact selling initiatives.
- Be accountable for accurate and comprehensive sales planning and forecasting.

Exceptional Technology Solutions
Dallas Texas
Senior Account Manager
October 2008 to January 2010

- Leading Producer 7 months out of the year, exceeding monthly quota by 125% - 150%
- Provide consultation to customers regarding their IT Solutions needs (service provider of networks - applications and services - data, wireless, video, and Voice over IP)
- Market and leverage vendor/distribution partnerships to ensure best value, pricing and support for customers (Microsoft – Watch Guard – Dell – HP – Auto Task Comptia)
- Coordinate with internal departments to ensure customer transactions are processed accurately and efficiently
- Aggressive use of telephone and field calls to present ETS's value proposition to existing and potential customers
- Continuing Education on product and industry knowledge
- Diligently prospect and forecast on a daily basis
- Prepare and present accurate and detailed Sales proposals and Tender responses
- Assist in the development and launch of new product offerings through opportunity identification and the Technical Product Forum

American Heart Association
Dallas, Texas
Western Territory Network Account Manager
December 2006 to October 2008

- Top Revenue producer for Territory Managers
- Sold in a 13 State region, taking it from \$500,000 territory to a \$2.5M territory in 18 months
- Consultative selling into Fortune 500 and 1000 Companies at the executive level, particularly in selling intangible programs and services
- Precise understanding of the business, decision-making and financing processes of your nominated customer base
- Supported the mapping of sales and marketing processes to identify gaps and inefficiencies that can then drive consistency. Developed solutions that may involve policy, program or system changes
- Aptitude and experience in selling, marketing, CEO/ President/ Vice President Communication, business strategy development, client management and sales contract negotiation
- Successful at developing relationships on behalf of the AHA in the for-profit sector and interact effectively with representatives of major national corporations, retailers, manufacturers, and their agencies
- Prepared and implemented strategic sales account plans for all customers and prospects

nBuilding Communication
Dallas, Texas
Business Developer Manager
March 2005 to December 2006

- Top Producer 6 months out of the year, exceeding monthly quota by 120% - 150%
- Independent Partner for Packeteer, Tacit, Packet Design and Secure Computing
- Sold into C-Level decision makers (MIS/IT Directors and VP/President of IT Departments) by having an accurate understanding of their business strategic operational needs to achieve their ROI
- Sold Network Performance and Network Security Technology. (Monitoring/Visibility - Control/Shaping - Acceleration - Management/Application Qos - Consolidating Application Servers for ERP, Citrix) & Network Security (Firewalls - Content Management - Anti-Spam - Intrusion Prevention - Flirting Solutions)
- Assisted businesses with their route explorer (MPLS/VPN Route Analytics), by streamlining operations and reducing telecom cost
- Developed and implemented sales plans that provided defined strategies, tactics, and timeframes to maximize performance and a monthly quota of 50K

Ionex
Dallas, Texas
Major Account Manager
September 2003 to January 2005

- Perennial President Club Member for exceeding monthly goals by 150% - 200%
- Responsible for territory account knowledge, building a business plan and implementing it in a way that impacted revenue growth
- Devised creative alternatives for situations, exhibiting flexibility, anticipating and resolving issues and reacting quickly to ensure the flow of the negotiation process
- Developed cohesive internal teams and creative business strategies, as well as programs that matched organizational priorities
- Responsible for supporting and maintenance of sales and marketing tools, within systems that may include: CRM systems (i.e. NetSuite, Siebel, SAP, Salesforce), demand generation/campaign management tools, and ROI measurement tools
- Successfully identified and converted sales opportunities that grew revenues to meet targets

Teligent
Dallas, Texas
Major Account Manager
October 1999 to September 2003

- 2 time President Club Award recipient
- Perennial Top 5% out of 200 Account Executives within 20 offices
- Sold dedicated and data service in an integrated package to businesses (ATM, Data Colo Locations, Frame Relays, and VPN)
- Partnered with other major IPO and broadband companies such as Broadwing and PSI Net in order to provide high-end client large bandwidth and management capacity
- Specialist in navigating corporate gatekeepers for a professional field and phone presentation with C-Level, Director Level, and as well as with VP level with in originations
- Sold and trained new account executives on selling dedicated and data service in an integrated package to businesses (ATM, Data Colo Locations, Frame Relays, and VPN)

- Provided accurate and detailed sales forecast ensuring sales quota attainment

Nextlink Of Texas
Dallas , Texas
Assist. Sales Manager
April 1998 to October 1999

- Aided in communication of establishing sales and marketing metrics through sales portals, but not limited to: revenue forecasts, account status reports, new business opportunities and market intelligence
- Maintained a personal quota of seventy five hundred dollars per month and an active funnel, which led to a 57 percent closing ratio
- Prepared proposals and other introductory communications and negotiated contracts and price using financial analysis tools
- Developed customer base from the mid to large size businesses, by making 45 to 60 calls and 5 to 7 presentation on companies daily, speaking with executive level representatives to drive business objectives

MCI Direct Telecommunication
Dallas , Texas
Sale Manager
May 1996 to April 1998

- Top 10% of Million Dollar Club – 2 time President Club Recipient
- Created an environment that fostered sales team to increase revenue goals
- Provided professional presentations, which led to a 67% close ratio.
- Recruited, hired and trained new Indirect sale agents
- Analyzed and designed as well as implemented businesses telecommunication needs by using cutting edge technology in order to save on businesses telecom expensive
- Demonstrated a clear understanding of the information gathering process for the sales cycle

Education

1990

Kansas State University
 Bachelor of Science In Marketing & Criminology

Supporting Information

TRAINING:

Organizational Management & Leadership, Colorado Leadership Association 2001
 Advancing Technology Innovation In The Workplace, Dallas, TX 2002
 Technology For The Entrepreneur 2001
 Evaluated results and provided recommendations for sales team

TECHNOLOGY PROFILE:

OPERATING SYSTEMS:

Windows XP/98/95/2000 and Novell 3x/.4:NT.
 4.0 Workstation; MS-Dos 6.22

PROTOCOLS/NETWORKS:

TCP/IP, Net&EUI, IPX/SPX,Ethernet 10/100 Base-T.

HARDWARE:

Hard Drives, Printers, Scanners, Fax/Modems, CD-ROMS, Zip Drives, Cat 5 Cables, Hubs, Nic Cards.

SOFTWARE:

Microsoft Office Modules, Filmmaker Pro, PC Anywhere, MS Exchange, Arc