

# Full Name

City, State • (123) 456-7890 • name@pacbell.net • LinkedIn.com

## Sales Operations Executive

transforming sales performance through strategic operations, data insights, and optimized revenue growth

Sales Leader with 8+ years of experience in scaling high-performance sales teams, acquiring new accounts, and driving operational efficiency across B2B technology, telecommunications, and manufacturing landscapes. Leveraged CRM, software solutions, and advanced analytics to analyze sales/revenue operations, identify inefficiencies, and recommend improvements that enhance business effectiveness, customer success, and sales productivity. Skilled in forecasting, capacity planning, and empowering teams to exceed organizational goals and drive measurable business growth.

### CORE COMPETENCIES

Sales Strategy Development • Process Optimization • Revenue Forecasting • CRM • Quota Setting • KPIs • Compensation & Incentive Planning • Sales Pipeline Management • Cross-Functional Collaboration • Sales Reporting • Training & Enablement • Technology Implementation • Customer Segmentation • Data Management • Lead Generation • Deal Negotiation

### KEY HIGHLIGHTS

- Spearheaded sales and operational optimization initiatives, including review preparation, calendar planning, progress audits, and deadline adherence to maximize revenue growth and sales productivity.
- Managed medium, large, and down-market accounts, working with organizations billed up to \$1B, and implemented data-driven sales strategies to drive sales performance and financial success across the 50 states.
- Achieved revenue of \$770M+ by managing sales goals for 77K+ Local Government & Education accounts across 48 states, overseeing quotas, incentives, and KPIs to drive operational excellence in business plan segmentation.
- Developed organizational quota templates that improved handoff processes, leading to a 25% reduction in cycle time and adoption by compensation partners and sales teams.

### PROFESSIONAL EXPERIENCE

**Senior Sales Planning Manager • ABC Company • Irvine, CA** **Jan 2022 – Present**

- Developed strategic plans and executed sales programs to catalyze nationwide operational excellence, reporting performance directly to the Vice President of Services Sales.
- Built a deal-based revenue forecasting system using financial forecasts and inflight deals for revenue projections.
- Enhanced KPI tracking for product-level and strategic accounts within product groups, enabling benchmarking and forecasting.
- Crafted and deployed seller and management-level scorecards to monitor CRM productivity and sales cycles.
- Drove performance management, gap closure strategies, and actionable recommendations for field organizations based on CRM analytics and revenue trends.
- Advised leadership teams on strategic improvements and evaluated operational processes to identify and implement enhancements for organizational effectiveness.
- Fostered and sustained cross-organizational partnerships founded on trust, integrity, and a commitment to inclusivity.

**Strategic Sales Planning Manager • XYZ Company • Tustin, CA** **Apr 2016 – Dec 2021**

- Reported to Vice President of Sales, overseeing program management, organizational structure, revenue forecasting, compensation, production, research, planning, and execution of sales strategies to exceed business unit goals.
- Provided strategic guidance to field organizations by analyzing revenue data and presenting actionable recommendations and business plans to senior leadership and executives.
- Trained sales teams on using the Revenue Management Tool to forecast Year-End revenue, achieving a 1% variance from the month 6 benchmark forecast at year-end.
- Reduced research time by 75% and guaranteed accurate application of account principles by developing a tool to cross-reference CALNET contract Agency IDs across renewal periods.

### EDUCATION

- **Bachelor of Arts (BA) in Business Administration** • California State University

### AWARDS & RECOGNITIONS

- **Sales Service Excellence Award** • ABC Company
- **Received the Market Leader Award** for Excellent Sales Management • XYZ Company