

# XIALING CHEN

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A Sales Representative with two years of experience within the insurance industry, specializing in cross-selling, cold calling, lead generation, and client relations. A proven track record of developing customer relationships and identifying appropriate products based on client needs.

## EDUCATION

### BACHELOR OF SCIENCE (B.S.) MARKETING

Brooklyn University, New York, NY  
September 2014 - May 2018

## KEY SKILLS

- Upselling
- Lead Qualification
- Client Relations
- Prospecting
- Strategic Planning
- Strategic Selling
- Insurance Sales

## CERTIFICATIONS

- Certified Sales Development Representative (CSDR), 2019

## PROFESSIONAL EXPERIENCE

### SALES REPRESENTATIVE

Allstate Insurance, New York, NY  
April 2019 – Present

- Upsell and cross-sell life insurance, homeowner insurance, and travel insurance to prospects, analyze coverage needs, identify optimal insurance plans, and utilize strategic selling techniques to close new business
- Achieve 120% of quota in 2019 and 135% of quota in 2020 and generated \$130K in annual revenue YOY
- Conduct cold calling, prepare quotations on insurance plans, provide education on benefits, risks, and liabilities, and attend in-person sales meetings with prospects
- Maintain a database of prospects and existing clients, create reports on sales forecasts and trends, and utilize internal CRM tools

### SALES ASSOCIATE

Best Buy, New York, NY  
May 2018 – April 2019

- Provided customer service and sales assistance to 25-40 customers per day, fielded phone inquiries, and provided education on products, pricing, and promotions
- Achieved the Top Sales Performer of the Month award in June 2018 and November 2018 for generating 140% and 130% of quota