

Allison Rosenberg

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PROFILE

A Certified Inside Sales Representative with five years of experience, specializing in manufacturing sales, lead generation, prospecting, and cross-selling. A strong history of building business relationships and identifying opportunities to drive market penetration.

PROFESSIONAL EXPERIENCE

Inside Sales Representative

Ark Manufacturing Inc., Burlington, VT | April 2017 – Present

- Conduct over \$400K in annual sales for a leading manufacturing company, support lead generation efforts, and attend meetings with client executives and the sales manager to deliver sales presentations and conduct negotiations
- Serve as the point of contact for accounts, field client issues and concerns, build long-term relationships, and deliver value-added services to improve account retention
- Provide training to seven new sales representatives on company services, internal sales processes, client relations, and sales best practices
- Conduct sales forecasts, analyze metrics and competitor trends, and generate sales reports for senior leadership using Salesforce CRM tools

Sales Representative

Paxon Hollow Manufacturing, Burlington, VT | May 2016 – April 2017

- Generated \$220K in annual sales for a manufacturing solutions company, drove sales pipeline development, conducted prospecting, and led sales negotiations
- Built B2B sales relationships, attended sales meetings with potential clients, and provided presentations on potential benefits of services
- Achieved 110% of quota in Q1 2016, 130% of quota in Q3 2016, 120% of quota in Q1 2017, and 125% of quota in Q2 2017
- Developed action plans, promotional strategies, and sales processes to drive conversions and secure new customer business

EDUCATION

Bachelor of Science (B.S.) Business Administration

University Of Vermont,
Burlington, VT
September 2012 - May 2016

KEY SKILLS

- Upselling
- Cross-selling
- Sales Negotiations
- Pipeline Development
- Lead Generation
- Salesforce.com
- Strategic Planning
- Cross-functional Leadership

CERTIFICATIONS

- Salesforce Certification, Udemy, 2018
- Certified Inside Sales Professional (CISP), 2018