

SUBJECT: Your Next Head of Sales Development

John,

After blowing through sales goals for 3+ years within the financial services industry (NOT my cup of tea), I've found a truly excellent cultural fit within Info Pour's (IP) relaxed yet professional, pleasant yet persuasive, and eloquent yet casual environment.

And while I:

>>Hit 114% of goal in my 1st year of SaaS and digital advertising sales targeting startups and Fortune 100s,

>>Maintained my hot streak of being the #1 producer in my office since starting at IP @ 3 years ago, and

>>Am on track to finish at 110% of goal in 2015...

What I've liked most (and want to do more of) is:

>>Scaling and training our sales team as we grew from 9 to 20+,

>>Perfecting our sales processes to better empower and guide other sales reps to success, and

>>Facilitating team meetings that spawned collaborative solutions to removing sales roadblocks.

I look forward to scheduling a time to sit down with you in the near future. In the meantime, please feel free to forward this email and the latest version of my (attached) resume to any others whose interest I might hope to pique during your screening/interview/selection process.

Trevor Mackey

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Trevor Mackey

HEADLINE

Product Educator ◀▶ #1 Producer ◀▶ Problem Solver

PROFILE SUMMARY

What's your problem?

I don't mean that in a mean way. Quite the opposite.

I ask because nothing makes me happier than solving problems.

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I've made it my business to know Info Pour's solutions inside and out.

I've also made it my business to take the time to understand what my customers REALLY want. This way, I can lead them straight to the tools that matter most to THEM and THEIR BUSINESS.

Now, in case you haven't heard, thousands of companies across industries post tech-focused jobs using IP's Jobs Pour, including:

Seamless / GrubHub • Marin Software • TripAdvisor • Cisco • Intel
John Hopkins School of Medicine • Hotels.com • WebMD • Apple

And thousands of companies worldwide take advantage of our Company Pages, like:

Google • Amazon • Twitter • Discover Card • AppNexus • HCL
Facebook • Pandora • Grammarly • Cisco • Pinterest

On top of that, it makes my day when users express unabashed enthusiasm for the access Jobs Pour's database gives them to 24M+ tech geniuses worldwide:

"I logged in 5 minutes after purchasing my license (at half the cost of LinkedIn) and was able to find 20 (local) potential iOS developers who, I might add, I hadn't seen on any other candidate database or social media. 20! 20 potential, technically qualified, local and untouched by the masses of recruiters. Wha???? Recruiter Nerd-Vana!!!!!" (Sandi Ryan, Talent Manager @ Squarespace)

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As a sales team mentor who's helped launch two new locations for IP in the past 3 years, our growth doesn't just indicate that we've got a hot solution, but that we've got (and continue to attract) the talent to back it up – both within our walls as well as for YOUR company.

So, what's your problem? Because I'd love to help you find a solution.

EXPERIENCE

Strategic Account Manager (SAM)

Info Pour

July 2014 – Present | New York, NY

After helping IP set up shop in Boston, I jumped at the opportunity to relocate and launch our NY presence. Not only have I continued my streak as the #1 producer in the office, but I just love serving as the NY go-to for sales and product knowhow, helping scale our local sales force and masterminding and sharing strategies to help our company as a whole to better match our 24M+ global users with our clients in:

New York • Seattle • Atlanta • Chicago • Austin • Washington DC • Los Angeles
Boston • Denver • San Francisco • Hamburg • Amsterdam • Munich
Utrecht • Toronto • Berlin • Paris • London • Vancouver • Sydney

- ▶ What's not to love about a company that lets me truly take the reins in client relationship building and getting to know YOU better, whether it's coffee, lunch, happy hour or hosting a box for internet giants at a Yankees game?

- ▶ Now, I don't just sell job advertisement space or database subscriptions. I keep every interaction fun and productive by educating and advising you on how to design ads to attract YOUR ideal candidates and utilize our tools to maximize YOUR ROI.

- ▶ I also don't become mysteriously unreachable after a sale. I'll remain at your side, showing you how to make the most of the product features that matter most to YOU.

- ▶ And when I'm not walking my clients down Solution Street, you can find me networking to scope top solution-oriented talent as we amp up our local efforts to interview and hire a few more account managers as crazy as I am about making our clients' lives better.

Sales Team Lead (STL) / Senior Account Executive (SAE)

Info Pour

June 2012 – June 2014 | Boston, MA

As the 1st and only SAE hired to launch the Boston-based East Coast office, I collaborated with our onsite director (who came to us from IS's San Fran headquarters) to onboard and empower an initial sales force of 9. As a player/coach, I maintained #1 producer status while applying Scrum techniques to break down the sales process, mentor and train 8 sales reps in:

Sales Flowcharts • Prospecting • Communicating Value Adds • Salesforce.com
Pipeline Development • Tailoring Proposals • Maximizing Account Potential
Capitalizing on Strengths • Overcoming Roadblocks

- ▶ In this sink or swim role, I exceeded my 1st year sales goal while managing full cycle digital advertising and SaaS sales to clients ranging from startups to the Fortune 100 by persistently pursuing and educating prospects via phone, email, networking and social media.

- ▶ And even though I never lost focus on keeping my own sales numbers up, I was thrilled to take part in scaling the sales team from 9 to 20+ without sacrificing effectiveness or efficiency.

- ▶ As a true fan of our product and company culture, I led initial screening interviews to ensure the right cultural fit before giving the thumbs up or thumbs down on candidates to our director.

- ▶ Once new candidates were hired, I led roadblock conquering, collaborative meetings (and formal and informal training sessions on the topics I mentioned above) to keep our ever-expanding team not only on track to nail its goals, but better equipped to serve our clients' needs.

► I also periodically listened in on sales rep calls to pinpoint where the call got off track before coaching on how to strengthen their approach and ensure that they were focusing solutions on that particular customer's pain points and needs.

Internal Wholesaler (aka Inside Sales Consultant)

World Financial Group

June 2010 – May 2012 | Boston, MA

Took sales savvy from fishbowls to the phone, consistently ranking in the top 10% out of 82 inside sales reps in outperforming the pack on outbound call activity, prospect conversations and daily talk time. Besides earning kudos for reaching 100+ customers in a single week, supervisor asserted, "... your system, your discipline, and your organizational skills are all top notch," and piled on the praise for:

Turning @ a "Close-Minded" Prospect • "Buil[ding] Trust" • Going "Above what Was Expected"
Being "Pleasantly Persistent" & "Very Efficient" • Asking "Good Open-Ended Questions"
"Own[ing]...Territory Like it's [My] Business" • Having a "Great Rapport" with Clients

► By focusing on generating and following up on leads and customizing solutions, I helped push 2 outside reps in lower-producing territories to surge monthly production 142% in less than 4 months.

► After taking under-producing territory from \$.23M a month to \$7M so quickly, ranking consistently in the top 10% and demonstrating a hunger that stood out from the pack of 5 more experienced interviewees, I was promptly promoted to partner with THE top-performing outside rep.

► As a dynamic duo, Denver's external rep and I developed and implemented business and sales strategies that raised our territory's production 45%, from \$18.5M to \$26M+ per month.

► Since business was already so strong in this territory, I focused largely on educating low-activity accounts on how our new products were the answer to current market conditions.

► I also worked closely with my super star outside rep and the firm's technical product experts during presale consulting, made sure our CRM system was up to date and set appointments to maximize my partner's time during territory visits.

Financial Advisor (aka Sales Rep)

Merrill Lynch

June 2009 – June 2010 | Boston, MA

While my official title was Financial Advisor, this role was 100% sales, and it was the role that hooked me. My intro into full cycle sales management included:

Sales Plan Development • Territory Implementation • Lead Generation • Prospecting
Appointment Setting • Needs Assessment • Client Meetings
Proposal Design & Presentations • Account Management

► After gaining product knowledge during a 12-week training program and passing mind-numbing exams to earn my Series 7, 63 and 65 licenses, I unwittingly transitioned into the sales school of hard knocks by launching a good old-fashioned fishbowl marketing campaign.

► By analyzing prospects' info, I was able to determine strategies to help them meet their goals before putting together and presenting recommended product and service options.

► My love of solving problems, facilitating better futures and making connections with new people – along with my aptitude for taking charge of my own success – helped me secure 50+ new clients and made me the hiring class's #1 producer.

EDUCATION

University of Virginia

Bachelor of Science (BS), Business Administration & Management
2005 – 2009

Kerry Global Scholars (KGS) • Study Abroad: Semester at Sea • Fall 2007

Shared amazing cross-cultural classroom and host family experiences while visiting:
Venezuela • Brazil • South Africa • Mauritius • India • Myanmar • Vietnam • China • Japan

VOLUNTEER EXPERIENCES & CAUSES

Big Brother / Sports Buddy

Big Brothers Big Sisters of Massachusetts
May 2011 – June 2014 | Children

While hanging out in groups at monthly sporting events during my initial year with Big Brothers Big Sisters, I formed a mentoring relationship through the Sports Buddies program that inspired me to step up to be an official Big Brother.

I'm so glad I did, because that relationship (which has outlasted my official volunteer commitment) continues to inspire me to this day.

ADDITIONAL INFO

Advice for Contacting Trevor Mackey

Wanna chat?

No problem.

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