

LAURA VALENCIA

ADVANCED WORKER – AREA SALES REPRESENTATIVE

📞 (216) 555-0184 ✉️ laura.valencia@example.com

🌐 linkedin.com/example/lauravalencia 📍 Cleveland, OH 44114

STRENGTHS

- 📍 **Territory Ownership**
A six-state territory became easier to manage after pairing distributor coverage with planned end-user visits and clear follow-up.
- ⚙️ **Technical Selling**
Plant teams often needed product clarity first; translating dimensions and materials helped partners move conversations forward.
- 👥 **Partner Development**
Distributor teams became stronger customer advocates after practical training with samples, application examples, and open discussion.
- ❤️ **Pipeline Discipline**
Regular CRM reviews kept qualification, technical discovery, next steps, and forecasts visible for sales leadership.
- 🤝 **Field Collaboration**
Joint calls connected plant stakeholders and distributor representatives, creating shared plans that carried from inquiry through quotation.

SKILLS

Outside Sales Metal Products

Territory Management

Distributor Development

End-User Prospecting

Product Specifications

Mechanical Applications

CRM Pipeline Reviews

Sales Strategy Execution

SUMMARY

Outside industrial sales professional with more than four years growing metal product revenue across multi-state territories and distributor networks. Mechanical aptitude supports practical conversations about industrial settings, product specifications, equipment fit, replacement needs, and operating challenges. Current work includes territory ownership, end-user prospecting, **CRM pipeline reviews**, **national sales strategy** execution, distributor training, **joint sales calls**, and trade show follow-up. Strong relationships with plant maintenance teams, engineers, purchasing contacts, distributor partners, and technical stakeholders have supported qualified opportunities and clearer buying decisions. A Bachelor of Science in Industrial Distribution and OSHA 10-Hour General Industry training add commercial and workplace credibility. Ready to bring disciplined field coverage, useful product guidance, and collaborative account development across a **defined geographic territory**.

EXPERIENCE

Regional Sales Manager

Midwest Alloy Systems 📅 May 2024 - Present 📍 Cleveland, OH

Owns a six-state territory for metal components and industrial assemblies, guiding distributor coverage, end-user development, technical discovery, CRM forecasting, field travel, and trade show activity.

- Expanded six-state metal components territory through distributor coverage and end-user account planning.
- Translated plant engineering requirements into **product specifications** for equipment and material-handling applications.
- Advanced **CRM pipeline reviews** through qualification, technical discovery, distributor alignment, and forecast validation.
- Led distributor product demonstrations using application examples, samples, and replacement scenarios.
- Coordinated **joint sales calls** with plant stakeholders, distributors, and purchasing contacts.
- Represented industrial product lines at trade shows and routed qualified leads through partner networks.

Outside Sales Representative

Lakefront Mechanical Supply 📅 June 2022 - April 2024 📍 Toledo, OH

Managed **outside sales** across northern Ohio and Indiana, developing manufacturer and machine shop accounts through independent distributors while coordinating product discovery, quotations, training, and field follow-up.

- Managed northern Ohio and Indiana sales for metal fittings and fabricated industrial components.
- Mapped equipment, purchasing contacts, product gaps, and distributor relationships within manufacturer account plans.
- Used CRM opportunity stages and field notes to prioritize travel and pipeline reviews.
- Secured dimensions, materials, applications, and delivery needs before technical quotation coordination.
- Delivered distributor toolbox sessions with samples and application examples for customer conversations.
- Converted trade show inquiries into site visits, sample requests, and distributor quotations.

Industrial Sales Coordinator

PrecisionWorks Distribution 📅 January 2022 - May 2022 📍 Findlay, OH

Customer Relationships

Spanish Intermediate

A donut chart with a dark blue center and an orange ring. The text "4.5 YEARS" is written in white inside the dark blue center. The orange ring represents 4.5 years out of a total of 5 years.

- Regional Sales Manager at Midwest Alloy Systems (2.3 Years)
- Outside Sales Representative at Lakefront Mechanical Supply (1.8 Years)
- Industrial Sales Coordinator at PrecisionWorks Distribution (4 Months)

- Organized account research, quote requests, samples, and customer visits for outside representatives.
- Researched end users by industry, equipment type, production process, and metal product needs.
- Maintained CRM records covering distributors, conversations, specifications, and follow-up commitments.
- Prepared comparison materials explaining fit, material selection, and replacement considerations.
- Joined supervised field calls to document mechanical applications and customer operating challenges.
- Coordinated industrial event materials, lead capture, and post-show opportunity routing.

- **CRM Platforms:** Salesforce, Microsoft Dynamics, HubSpot
- **Sales Processes:** Pipeline Reviews, Opportunity Stages, Forecast Validation
- **Industrial Products:** Metal Components, Metal Fittings, Fabricated Assemblies
- **Technical Applications:** Equipment Fit, Material Selection, Replacement Analysis
- **Territory Sales:** Geographic Territories, Multi-State Coverage, Field Routing
- **Distributor Enablement:** Product Demonstrations, Counter Training, Toolbox Sessions
- **Customer Discovery:** End-User Research, Technical Discovery, Account Mapping
- **Sales Collaboration:** Joint Sales Calls, Partner Alignment, Stakeholder Meetings
- **Trade Shows:** Booth Coordination, Lead Capture, Event Follow-Up
- **Industrial Safety:** OSHA 10-Hour, General Industry, Workplace Safety
- **Sales Materials:** Product Samples, Comparison Sheets, Application Notes
- **Industrial Markets:** Manufacturing, Machine Shops, Plant Maintenance

PROFESSIONAL AFFILIATIONS

- Member, National Association of Industrial Distributors; exchanges field ideas with distributor and manufacturer peers.
- Member, Industrial Supply Association; builds relationships through training sessions, customer calls, and industry events.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST