

Laura Valencia

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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 May 2024 - Present
Midwest Alloy Systems *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 June 2022 - April 2024
Lakefront Mechanical Supply *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 January 2022 - May 2022
PrecisionWorks Distribution *Findlay, OH*

Supported senior outside representatives serving metalworking and general industrial accounts through prospect research, CRM maintenance, product comparisons, customer visits, supplier coordination, and event follow-up.

- 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.

PROJECTS

Multi-State Distributor Growth Plan 📅 2025

Built a field coverage plan linking distributor relationships, end-user targets, product specifications, travel priorities, and CRM follow-up across six states.

Industrial Product Training Series 📅 2024

Created practical distributor sessions using metal product samples and application examples, helping partner teams discuss fit, materials, and replacement needs.

LEADERSHIP & AWARDS

- Regional Sales Leadership Recognition for consistent territory development and distributor collaboration, 2025.

- Customer Partnership Award for product training, field support, and responsive industrial account service, 2023.
- Led distributor and plant stakeholder sessions that strengthened shared account plans and improved follow-through across territory opportunities.

EDUCATION

Bachelor's Degree in Industrial Distribution
University of Akron GPA: 3.5
Coursework: Industrial Sales, Metal Products, Supply Chain Management, Business-to-Business Marketing

2021
Akron, OH

CERTIFICATIONS

- OSHA 10-Hour General Industry 📅 2024
- Industrial Sales and Product Applications Training 📅 2023

TECHNICAL SKILLS

- **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

SKILLS

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|---------------------------|---------------------------|----------------------------|--------------------------|
| • Outside Sales | • End-User Prospecting | • Sales Strategy Execution | • Technical Discovery |
| • Metal Products | • Product Specifications | • Product Training | • Multi-State Travel |
| • Territory Management | • Mechanical Applications | • Joint Sales Calls | • Customer Relationships |
| • Distributor Development | • CRM Pipeline Reviews | • Trade Shows | |

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.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST