

Laura Valencia

Advanced Worker – Area Sales Representative

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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
- Product Training

Joint Sales Calls
- Trade Shows

Technical Discovery

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
- 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.

Multi-State Travel

Customer Relationships

LANGUAGES



MY CAREER



- 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.

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 📅 2021 📍 Akron, OH

Coursework: Industrial Sales, Metal Products, Supply Chain Management, Business-to-Business Marketing

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

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