

Laura Valencia

Advanced Worker – Area Sales Representative

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📍 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

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

English Native

Spanish Intermediate

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