

# 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

### 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

- 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)

## PROFESSIONAL AFFILIATIONS

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- 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

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

## REFERENCES

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AVAILABLE ON REQUEST