

# King Wilkinson

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📍 Ann Arbor, MI 48104

## SUMMARY

Early-career sales representative ready to help **homeowners** make confident decisions about **energy-efficient** remodeling solutions. Completed a Bachelor of Business Administration in 2026, supported by supervised experience presenting windows, roofing, and exterior products through consultative selling exercises. Built customer discovery habits by asking focused questions about comfort, maintenance, efficiency, budget, and next steps. Practiced negotiation, objection handling, product education, CRM documentation, and follow-up planning through structured appointments and weekly coaching. Earned recognition for presentation quality and customer-focused recommendations. Comfortable meeting new people, presenting clear information, working independently between appointments, and contributing during team meetings and collaborative training. Eager to learn a proven **sales process**, serve customers with care, achieve individual goals, and grow alongside experienced sales leaders at **Summit Renewal Partners**.

## EDUCATION

### Bachelor's Degree in Business Administration

2026

Eastern Michigan University GPA: 3.8

*Ypsilanti, MI*

**Coursework:** Sales Management, Marketing, Business Communication, Consumer Behavior, Negotiation

## TECHNICAL SKILLS

- **Sales Methods:** Consultative selling, customer discovery, needs analysis
- **Presentation Tools:** Microsoft PowerPoint, Google Slides, presentation decks
- **CRM Platforms:** HubSpot CRM, classroom CRM, customer records
- **Product Knowledge:** Energy-efficient windows, roofing, exterior remodeling
- **Customer Engagement:** Homeowner appointments, rapport building, customer questions
- **Negotiation Practices:** Objection handling, value discussions, solution matching
- **Productivity Software:** Microsoft Excel, Google Workspace, Microsoft Word
- **Sales Documentation:** Case notes, appointment outcomes, follow-up templates
- **Performance Development:** Role-play sessions, coaching feedback, sales competitions
- **Communication Formats:** Product comparison sheets, visual comparisons, plain-language explanations
- **Training Activities:** Weekly team meetings, training sessions, collaborative learning
- **Customer Experience:** Service quality, personalized recommendations, confident decisions

## SKILLS

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|-----------------------|----------------------|--------------------------|------------------------|
| • Communication       | • Negotiation        | • Customer relationships | • Performance goals    |
| • Sales presentations | • Objection handling | • Follow-up planning     | • Self-motivation      |
| • Customer discovery  | • Teamwork           | • Product knowledge      | • Interpersonal skills |
| • Needs analysis      | • Problem solving    | • CRM documentation      |                        |

## EXPERIENCE

### Academic Sales Representative Practicum

September 2025 - April 2026

University Sales Practicum

*Ann Arbor, MI*

Supported supervised consultative-selling appointments focused on energy-efficient windows, roofing, and exterior remodeling. Prepared customer presentations, documented needs, practiced **negotiation**, and applied coaching within a classroom CRM environment.

- Presented **energy-efficient** remodeling options to 30 **homeowners** during supervised consultative-selling appointments.
- Used discovery questions to match comfort, maintenance, efficiency, and budget priorities with solution packages.
- Created product comparison sheets that translated technical features into clear homeowner benefits and next steps.
- Practiced objection handling during weekly role-plays, then revised talk tracks using instructor feedback.
- Recorded appointment outcomes and follow-up commitments in a classroom CRM for consistent process execution.
- Earned a top-three evaluation through confident delivery, accurate **product knowledge**, and customer-fit recommendations.

### Customer-Facing Sales Presentation Analyst

January 2025 - August 2025

Student Customer Experience Lab

*Ypsilanti, MI*

Supported a supervised home-improvement case study through mock appointments, customer research, presentation development, and team reviews. Worked independently on assigned scenarios, then used feedback to improve service quality and solution clarity.

- Conducted 18 supervised mock appointments covering rapport, qualification, product education, and recommendations.

- Analyzed feedback forms to refine presentation pacing, question sequencing, and energy-efficiency explanations.
- Developed a seven-step appointment outline supporting discovery, value discussion, questions, and follow-up.
- Handled assigned customer scenarios **independently**, then shared lessons during weekly team reviews.
- Delivered a final presentation using visual comparisons and plain-language explanations for 24 classmates.
- Maintained case notes and follow-up templates for consistent simulated customer interactions.

PROJECTS

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Homeowner Energy Solution Showcase 📅 2026

Created a customer-facing presentation comparing energy-efficient windows, roofing, and exterior remodeling options. Connected product features with comfort, maintenance, efficiency, budget, and follow-up decisions.

Consultative Appointment Playbook 📅 2025

Built a practical appointment guide for discovery, product education, objection handling, negotiation, next steps, and customer follow-up across home-improvement scenarios.

LEADERSHIP & AWARDS

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- Dean's List, Eastern Michigan University, Fall 2025 and Winter 2026
- Finalist, College Sales Presentation Challenge, 2026
- Customer Experience Lab Presentation Award, 2025

CERTIFICATIONS

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- Google Digital Marketing & E-commerce Certificate 📅 2026
- HubSpot Inbound Sales Certification 📅 2026

PROFESSIONAL AFFILIATIONS

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- Peer Presenter, Eastern Michigan University Business Student Association, 2025-2026
- Participant, Collegiate Sales Practice Group, 2024-2026
- Volunteer Greeter and Home Improvement Information Guide, Washtenaw County Community Service Day, 2025

LANGUAGES

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- English (Native)
- Spanish (Intermediate)

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