



Lucas Munoz

Field Sales Manager

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STRENGTHS

- 🔗 **Strategic Relationships**
Built strong relationships with clients that led to repeat business and referrals, reinforcing trust within industry.
- 📊 **Market Insight**
Conducted in-depth market analyses that uncovered hidden opportunities yielding significant growth potential.
- 📈 **Sales Forecasting**
Successfully developed forecasting models helping to align inventory and personnel resources to maximize profits.
- 💬 **Customer Engagement**
Nurtured customer relationships through personalized communication strategies, resulting in improved retention rates.
- 👥 **Team Collaboration**
Engaged with cross-functional teams, contributing actively to achieving unified organization goals and enhancing service delivery.

SKILLS

- Business Development
- Sales Strategy Market Analysis
- CRM Software
- Relationship Management
- Negotiation
- Energy Efficiency Solutions
- Customer Engagement
- Account Oversight
- Team Leadership Sales Planning
- Stakeholder Networking
- Closing Strategies

SUMMARY

Dynamic sales professional with over 5 years' experience in business development and sales focused on energy-efficient solutions and heat exchanger technologies. Proven success in market analysis, strategic sales planning, and nurturing customer relationships that boost growth. Skilled at utilizing OneCRM for effective lead management and tracking sales processes. Expertly collaborates with cross-functional teams to elevate customer experiences. Dedicated to building long-term partnerships while achieving organizational objectives through teamwork and innovation. Excited about leveraging expertise to drive sales performance at AlfaTech Solutions.

EXPERIENCE

Sales Executive

TechFlow Industries 📅 June 2022 - Present 📍 Portland, OR

Leading business development initiatives for HVAC systems and heat exchanger solutions in the Pacific Northwest. Direct responsibilities include managing client relationships, analyzing market trends, and executing comprehensive sales strategies.

- Spearheading business development initiatives resulting in 20% growth in regional sales within first year.
- Performing in-depth market analysis leading to acquisition of 15 significant accounts.
- Implementing targeted sales plans tailored to individual client needs, improving satisfaction.
- Collaborating with engineering teams to synchronize product offerings with customer demands.
- Managing high-value quotes, closing deals exceeding \$2 million through successful negotiations.
- Utilizing OneCRM software for optimizing tracking of sales interactions and follow-up strategies.

Business Development Manager

Energy Solutions Corp 📅 March 2019 - May 2022 📍 Salt Lake City, UT

Oversaw growth initiatives for renewable energy solutions with a strong focus on energy efficiency across various commercial sectors. Developed strategies to optimize service delivery and strengthen alliances with key stakeholders.

- Cultivating relationships with partners, expanding customer base by 30% through new stakeholder engagement.
- Conducting detailed assessments of customer requirements ensuring tailored service offerings transactional success.
- Enhancing service quality by coordinating effectively with internal teams to streamline operational processes.
- Achieving consistent targets through annual sales plan its forecasts driven by strategic execution.
- Organizing customer engagement events that showcased innovative project solutions, fostering community relations.

Sales Representative

Innovative Heating Solutions 📅 January 2017 - February 2019 📍 Denver, CO

Managed an extensive portfolio focusing on heating and cooling products, employing strategic prospecting techniques and relationship-driven sales methodologies. Recognized for outstanding performance and initiative in training team members.

- Achieved recognition as top performer for consistently surpassing quarterly sales goals via dynamic relationship management.
- Gathering valuable insights from customer feedback to advise on product enhancements driving marketing efforts.
- Providing training seminars for new hires aimed at boosting team capabilities and knowledge concerning sales tactics.

Process Improvement

Client Retention

LANGUAGES

English Native

Spanish Proficient

MY CAREER



● Sales Executive at TechFlow Industries (4.2 Years)

● Business Development Manager at Energy Solutions Corp (3.2 Years)

● Sales Representative at Innovative Heating Solutions (2.1 Years)

- Developed promotional marketing materials spotlighting successful projects to engage potential clients effectively.
- Participated in trade shows, promoting brand visibility and connecting with prospects to broaden influence network.

LEADERSHIP & AWARDS

- Top Sales Performer Award, TechFlow Industries - 2023
- Outstanding Performance Recognition, Energy Solutions Corp - 2021

EDUCATION

Bachelor's Degree in Business Administration

University of Washington 🎓 GPA: 3.9 📅 2016 📍 Seattle, WA

Coursework: Business Management, Marketing Strategy, Consumer Behavior, Financial Analysis

CERTIFICATIONS

- Certified Energy Manager (CEM) 📅 2021
- Professional Sales Certification 📅 2020

TECHNICAL SKILLS

- **CRM Tools:** OneCRM, Salesforce, HubSpot
- **Analysis Techniques:** Market Research, Data Analytics, Trend Analysis
- **Sales Methodologies:** B2B Sales, Solution Selling, Relationship Selling
- **Contract Management:** Proposal Preparation, Negotiation Tactics, Pricing Strategies
- **Operational Strategies:** Service Delivery, Quality Assurance, Commercial Optimization
- **Collaboration Platforms:** Microsoft Teams, Slack, Zoom
- **Presentations Tools:** PowerPoint, Keynote, Canva
- **Project Management Tools:** Trello, Asana, Microsoft Project
- **Product Knowledge:** HVAC Technologies, Heat Exchangers, Renewable Energy Solutions
- **Communication Skills:** Public Speaking, Active Listening, Conflict Resolution

PROFESSIONAL AFFILIATIONS

- Member, American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)
- Active Participant, Local Community Renewable Energy Forum

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST