



Lucas Munoz

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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

June 2022 - Present

TechFlow Industries

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

March 2019 - May 2022

Energy Solutions Corp

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

January 2017 - February 2019

Innovative Heating Solutions

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.
- 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

2016

University of Washington GPA: 3.9

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

SKILLS

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

PROFESSIONAL AFFILIATIONS

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

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST