

Dae Price

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SUMMARY

Regional solution sales leader with nine years of B2B experience advancing complex technical offerings across industrial and connectivity focused accounts. Builds qualified pipeline, develops strategic account plans, manages **Salesforce CRM** data, and converts customer challenges into commercially sound solutions. Leads consultative sales across direct enterprise and distributor channels, using **Strategic Selling, Account Planning, Funnel Management**, forecasting, and competitive analysis to improve opportunity quality. Partners with Engineering, Marketing, Product, and Finance on proposals, technical evaluations, negotiations, and measurable customer outcomes. Creates trusted relationships with operations leaders, engineers, procurement teams, executives, and distribution partners. Brings clear presentations, disciplined territory decisions, and steady commercial judgment to regional growth efforts, with a practical focus on revenue, account expansion, reactivation, and customer value.

EXPERIENCE

Regional Solution Sales Manager

July 2023 - Present

VectorLink Industrial Solutions

Kansas City, MO

Direct a multi state **industrial connectivity** portfolio across customer modernization, expansion, distributor, and direct enterprise opportunities. Own regional planning, Salesforce pipeline quality, executive engagement, quarterly account reviews, and cross functional deal execution with Engineering, Marketing, Product, and Finance.

- Built Salesforce account plans linking executive priorities, technical use cases, buying roles, and next actions.
- Applied **Strategic Selling** and **Funnel Management** during modernization pursuits, improving qualification and deal strategy.
- Led executive discovery and negotiations for multi site packages with **Engineering** and Finance support.
- Reactivated dormant distributor and end user accounts through purchase history and market analysis.
- Ran quarterly account reviews with **Product** and **Marketing**, surfacing requirements and competitive signals.
- Directed regional connectivity opportunities across industrial accounts, distributors, and direct enterprise customers.

Senior Account Executive

March 2020 - June 2023

AxisPoint Network Products

Omaha, NE

Managed consultative B2B sales for network infrastructure and industrial communication products. Guided opportunities from discovery through technical evaluation, proposal, **negotiation**, and forecast review while coordinating solution engineers, customers, distribution partners, and internal stakeholders.

- Mapped operations, engineering, procurement, and executive stakeholders across complex infrastructure opportunities.
- Maintained evidence based Salesforce stages, close plans, **forecasts**, and opportunity next steps.
- Converted discovery findings into proposals connecting technical requirements with measurable business outcomes.
- Coordinated demonstrations and technical evaluations with solution engineers for customer buying teams.
- Negotiated pricing, scope, and delivery expectations with customers and **distribution partners**.
- Managed consultative B2B opportunities across **network infrastructure** and **industrial communication products**.

Account Manager

September 2017 - February 2020

Midland Controls Group

Wichita, KS

Developed an industrial territory through structured prospecting, distributor relationships, customer discovery, and solution presentations. Combined CRM discipline with market observation and applications support to build durable accounts and create commercially credible proposals.

- Developed an industrial territory through structured prospecting and distributor **relationship building**.
- Maintained CRM records covering **customer needs**, competition, technical requirements, and next steps.
- Presented control and connectivity solutions to plant, engineering, and purchasing teams.
- Partnered with applications specialists to verify solution fit and translate constraints into proposals.
- Monitored **competitor activity** and investment patterns, prioritizing accounts with timely engagement.
- Built durable channel and customer relationships through accurate commitments and reliable follow through.

PROJECTS

Regional Connectivity Growth Program 📅 2026

Connected territory planning, Salesforce pipeline reviews, quarterly account planning, and distributor reactivation into one practical growth program for industrial accounts.

Industrial Account Expansion Framework 📅 2024

Created a repeatable account planning approach linking executive priorities, technical use cases, competitive signals, buying roles, and commercial next actions.

LEADERSHIP & AWARDS

- Recognized for regional leadership across complex industrial connectivity opportunities and multi stakeholder customer engagements.
- Selected for consistent Salesforce pipeline discipline, clear forecasting, and practical account planning contributions.
- Earned customer trust through thoughtful presentations, dependable commitments, and calm negotiation during complex pursuits.

EDUCATION

Bachelor's Degree in Business Administration
University of Nebraska at Omaha GPA: 3.5
Coursework: Strategic sales, business analytics, operations management, negotiation, marketing management

2017
Omaha, NE

CERTIFICATIONS

- Salesforce Trailhead, Sales Cloud Fundamentals 📅 2026
- Strategic Selling Workshop Certificate 📅 2024

TECHNICAL SKILLS

- **CRM Platforms:** Salesforce CRM, Sales Cloud, Salesforce Trailhead
- **Sales Methodologies:** Strategic Selling, Account Planning, Funnel Management
- **Sales Planning:** Regional planning, Quarterly account planning, Territory strategy
- **Pipeline Management:** Pipeline development, Opportunity stages, Close plans
- **Forecasting Tools:** Salesforce forecasts, Revenue forecasts, Win rate analysis
- **Market Analysis:** Competitive analysis, Market dynamics, Purchase history analysis
- **Solution Sales:** B2B solution sales, Technical sales, Consultative sales
- **Connectivity Products:** Industrial connectivity, Network infrastructure, Industrial communication
- **Customer Engagement:** Executive relationships, Stakeholder mapping, Customer discovery
- **Commercial Execution:** Proposal development, Pricing negotiation, Scope negotiation
- **Presentation Methods:** Executive presentations, Product demonstrations, Technical evaluations
- **Business Analysis:** Customer needs analysis, Business value analysis, Investment pattern analysis

SKILLS

- B2B Solution Sales
 - Strategic Selling
 - Account Planning
 - Funnel Management
- Salesforce CRM
 - Territory Strategy
 - Pipeline Development
 - Forecasting
- Executive Relationships
 - Negotiation
 - Technical Sales
 - Competitive Analysis
- Presentations
 - Problem Solving
 - Relationship Building

PROFESSIONAL AFFILIATIONS

- Salesforce Trailhead community participant, focused on practical Sales Cloud learning and CRM improvement.
- Industrial channel sales network participant, sharing market observations with distributors and technical solution partners.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST