

Emmanuel Silva

Retail to Business Account Executive, SMB Mobile Sales

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STRENGTHS

-  **Prospecting discipline**
Built repeatable outreach plans for cold calls and canvassing. Early practice showed how steady activity keeps territory work moving.
-  **Customer discovery**
Used active listening in business mobile simulations. A better question often revealed a clearer need and a stronger next step.
-  **CRM follow up**
Recorded opportunity stages and actions in Salesforce practice. Clean notes became a dependable reference during team reviews.
-  **Peer coaching**
Coached classmates through retail conversations and referral scenarios. Informal feedback helped peers speak with more confidence.
-  **Field adaptability**
Practiced retail, on site, evening, and weekend scenarios. Varied settings built comfort with changing customer needs.

SKILLS

- SMB Mobile Sales

Cold Calling
- Canvassing

Customer Referrals
- Partner Outreach

Salesforce
- Sales Reporting

Retail Coaching
- Territory Planning
- Consultative Discovery
- Customer Experience
- Lead Follow Up

Communication
- Analysis

Documentation

SUMMARY

Early career sales candidate pursuing a Retail to Business Account Executive role, supported by supervised university work in **SMB mobile sales**, territory planning, prospecting, and retail lead development. Built practical experience through **cold calling**, canvassing, referrals, partner outreach, consultative discovery, and business customer research. Used Salesforce fundamentals for follow up, opportunity organization, reporting, and clear next steps. Practiced selling in retail and **on site settings**, coaching peers through customer conversations, and protecting a positive customer experience. Academic projects strengthened communication, judgment, documentation, and shared goal management. Comfortable with **field activity**, nights, weekends, variable schedules, and high activity sales environments. Ready to contribute consistent prospecting, accurate reporting, and thoughtful customer conversations that help Harborline Business Communications grow its SMB mobile business.

EDUCATION

Bachelor of Science in Marketing

University of Florida  GPA: 0  2027  Gainesville, FL

Coursework: Sales management, consumer behavior, marketing research, business communication

TECHNICAL SKILLS

- **CRM Platforms:** Salesforce, opportunity records, follow up workflows
- **Sales Prospecting:** Cold calling, canvassing, customer referrals
- **Mobile Sales:** SMB mobile plans, business lines, installed leads
- **Retail Sales:** Retail selling, on site selling, customer discovery
- **Sales Reporting:** Activity reports, pipeline notes, goal tracking
- **Territory Planning:** Territory mapping, prospect research, field routing
- **Customer Engagement:** Active listening, consultative discovery, needs analysis
- **Partner Outreach:** Partner relationships, referral outreach, lead sharing
- **Retail Coaching:** Peer coaching, sales scripts, role play reviews
- **Communication Tools:** Email, phone calls, structured documentation

EXPERIENCE

- SMB Sales Territory Project**

University Project  January 2026 - Present  Gainesville, FL

Supported a supervised territory planning project focused on SMB mobile prospecting, **field activity**, lead follow up, Salesforce practice, and shared sales goals. Organized research and customer scenarios for review. Built confidence through repeated outreach exercises, structured reporting, and peer feedback.

 - Mapped local SMB prospects through customer research and territory planning exercises.
 - Practiced **cold calling** scripts and refined discovery questions through supervised peer reviews.
 - Recorded opportunity stages and **follow up** actions using **Salesforce** fundamentals.
 - Compared retail and on site conversations to improve **customer experience** consistency.
 - Prepared concise sales reports for shared review and next step decisions.
 - Coordinated referral and partner outreach scenarios before scheduled project milestones.
- Retail Business Sales Simulation**

Capstone Project  August 2025 - December 2025  Gainesville, FL

Completed a supervised capstone simulation covering retail selling, business mobile solutions, installed lead handling, employee coaching, **customer referrals**, and **sales reporting**. Shifted from classroom concepts into practical customer conversations and learned how steady activity supports reliable outcomes.

 - Presented business mobile recommendations during supervised retail customer simulations.

LANGUAGES



MY CAREER



- SMB Sales Territory Project at University Project (8 Months)
- Retail Business Sales Simulation at Capstone Project (4 Months)
- Sales Prospecting Lab at Academic Research (4 Months)

- Converted customer needs into concise discovery notes and **follow up** plans.
- Coached student teammates through opening questions and referral conversations.
- Used structured reporting to review lead quality and opportunity readiness.
- Handled schedule changes during evening and weekend simulation exercises.
- Documented customer concerns and routed unresolved issues for team review.

Sales Prospecting Lab

Academic Research 📅 January 2025 - May 2025 📍 Gainesville, FL

Conducted supervised prospecting research focused on SMB customer profiles, cold outreach, canvassing, referrals, **partner relationships**, and concise sales documentation. Early practice created a useful foundation for field selling, active listening, and organized opportunity management.

- Researched SMB profiles and identified likely needs across local business segments.
- Built **cold calling** and **canvassing** practice plans with faculty feedback.
- Tested referral messages and partner outreach approaches in classroom scenarios.
- Summarized customer responses in clear notes for later opportunity **follow up**.
- Reviewed sales activity reports and corrected missing documentation before submission.
- Presented prospecting findings during structured team discussions and review sessions.

PROJECTS

SMB Mobile Territory Playbook 📅 2026

Small businesses often reveal buying signals in ordinary conversations. Created a supervised playbook connecting territory research, cold calling, canvassing, referrals, Salesforce follow up, and customer experience practices.

Retail Lead Coaching Clinic 📅 2025

A retail interaction can become a business opportunity when questions are purposeful. Built a classroom clinic for coaching peers on discovery, partner referrals, lead notes, and business mobile conversations.

LEADERSHIP & AWARDS

- Dean's List recognition, Fall 2025, awarded for sustained academic performance.
- Academic Project Recognition, 2026, received for practical sales project contribution.
- Peer workshop coordinator, 2025 to 2026, organized student practice sessions and feedback.

CERTIFICATIONS

- Salesforce Fundamentals Training 📅 2026
- SMB Mobile Sales Training 📅 2026

PROFESSIONAL AFFILIATIONS

- University of Florida marketing student community participant.
- Campus mentoring volunteer, 2026, supporting peer learning and confidence.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST