

# Leila McLaughlin

## Sales Development Representative

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📍 Wauwatosa, WI 53213

### STRENGTHS

- ♥️ **Account Growth**  
Reactivated overlooked industrial accounts through focused calls and relevant product suggestions; field sellers gained better opportunities.
- 🔍 **Customer Discovery**  
A maintenance concern once revealed a replacement opportunity; careful questions turned that conversation into a useful quote.
- 👥 **Sales Coordination**  
Shared clear account context across four branches, so field teams could act with confidence instead of starting over.
- 📈 **Resilient Follow-Up**  
Rejection never ended a useful conversation; steady callbacks and respectful timing kept relationships open for future needs.
- 💻 **Digital Coaching**  
Simple ecommerce demonstrations helped customers adopt ordering tools, and repeat purchases became easier for busy account contacts.

### SKILLS

Outbound Sales   Account Expansion

Consultative Selling

Lead Qualification   Add-On Sales

Customer Pain-Point Discovery

Quoting   CRM Management

Account Follow-Up

Ecommerce Demonstrations

Order Entry   Shipment Tracking

Industrial Product Research

Microsoft Outlook   Microsoft Excel

### SUMMARY

Sales development professional with nearly six years of experience growing industrial and commercial accounts through **proactive outbound calls**, consultative discovery, quoting, and follow-up. Builds rapport with purchasing, maintenance, and operations decision makers by identifying pain points, product gaps, replacement needs, and add-on opportunities. Coordinates qualified opportunities across field sales, customer service, operations, branch, and division teams, keeping order entry, shipment tracking, technical questions, and customer commitments moving. Uses CRM platforms, LinkedIn, Microsoft Outlook, and Excel for account research, activity planning, quote monitoring, and reporting. Presents ecommerce capabilities and guides customers through **digital ordering tools**. Recognized for resilient follow-through, clear communication, positive energy, and steady performance after rejection. Ready to help **Apex Industrial Supply** expand **assigned accounts** and make every customer interaction easier.

### EXPERIENCE

#### Sales Development Representative

Northstar Motion Supply 📅 September 2023 - Present 📍 Menomonee Falls, WI

Own outbound development for approximately 180 industrial accounts across **four branch locations**. Qualify customer needs, create product quotes, coordinate technical details, and transfer opportunities to field sales. Maintain CRM visibility, support ecommerce adoption, and protect follow-up continuity from first conversation through conversion.

- Prioritized 180 **industrial accounts** using purchase history, account status, and follow-up plans.
- Uncovered product gaps through discovery calls with maintenance, purchasing, and operations **decision makers**.
- Built bearing and power transmission quotes with branch specialists before customer presentation.
- Transferred qualified opportunities across four branches, preserving context through conversion.
- Tracked open quotes with **CRM activity plans**, **Outlook reminders**, and Excel account lists.
- Presented **ecommerce ordering** tools and coached customers through repeat-purchase workflows.

#### Inside Sales Associate

Great Lakes Equipment Partners 📅 June 2021 - August 2023 📍 Oak Creek, WI

Supported manufacturing and facilities accounts through outbound outreach, inbound requests, product research, quoting, and service coordination. Connected recurring purchases with adjacent products, maintained accurate CRM records, and partnered with field representatives and customer service teams to protect customer confidence.

- Supported **manufacturing accounts** through scheduled outbound calls, **inbound requests**, and quote follow-up.
- Identified **adjacent consumables** and **replacement parts** during conversations with recurring-purchase customers.
- Prepared quotes with inventory, substitutions, lead times, and field representative input.
- Resolved order-entry and **shipment-tracking questions** through customer service coordination.
- Maintained CRM contacts, **call outcomes**, open opportunities, and next actions for territory visits.
- Delivered phone and screen-share product demonstrations for coordinators, technicians, and owners.

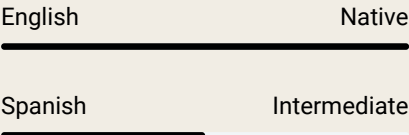
#### Sales Support Specialist

Pioneer Industrial Services 📅 October 2020 - May 2021 📍 New Berlin, WI

Organized outreach and service requests for inside sales teams supporting **industrial maintenance customers** across local branch territories. Researched account history, entered quotes and orders, monitored callbacks, and prepared visibility reports for field sales and branch discussions.

- Organized daily outreach and service requests across multiple industrial branch territories.
- Researched CRM records, invoices, and catalogs before routing customer inquiries.

LANGUAGES



MY CAREER



- Sales Development Representative at Northstar Motion Supply (3 Years)
- Inside Sales Associate at Great Lakes Equipment Partners (2.2 Years)
- Sales Support Specialist at Pioneer Industrial Services (7 Months)

- Entered **part numbers**, quantities, ship-to details, and **delivery dates** into quote requests.
- Followed pending quotes and tracking questions through **Outlook task lists** and call notes.
- Created **Excel summaries** of open opportunities and unresolved order questions for weekly reviews.
- Built **customer rapport** through clear calls, timely updates, and calm rejection handling.

PROJECTS

- Industrial Account Reactivation Program** 📅 2025  
Segmented dormant and underdeveloped industrial accounts by purchase history, created outreach priorities, and aligned follow-up records with field sales conversations.
- Ecommerce Customer Adoption Initiative** 📅 2024  
Presented digital ordering capabilities through guided demonstrations, helping account contacts gain confidence with repeat purchases and order visibility.

LEADERSHIP & AWARDS

- Quarterly Customer Commitment Award, Northstar Motion Supply, 2025
- Inside Sales Service Recognition, Great Lakes Equipment Partners, 2022
- Business Leadership Award, Wauwatosa East High School, 2020

EDUCATION

**High School Diploma**  
Wauwatosa East High School 🎓 GPA: 4.0 📅 2020 📍 Wauwatosa, WI  
***Coursework:** Business communication, sales fundamentals, marketing, accounting*

CERTIFICATIONS

- HubSpot Academy Sales Enablement Certification 📅 2024
- Microsoft Excel Associate Coursework, LinkedIn Learning 📅 2023

TECHNICAL SKILLS

- **Sales Platforms:** CRM, HubSpot, LinkedIn
- **Microsoft Office:** Outlook, Excel, Microsoft Office
- **Sales Development:** Outbound calling, lead qualification, account expansion
- **Customer Research:** Pain-point discovery, product research, purchase history
- **Quote Management:** Quoting, quote follow-up, lead-time review
- **Order Operations:** Order entry, order tracking, shipment tracking
- **Industrial Products:** Bearings, power transmission, replacement parts
- **Ecommerce Tools:** Ecommerce demonstrations, digital ordering, order visibility
- **Sales Communication:** Written communication, verbal communication, presentations
- **Account Management:** Account follow-up, CRM records, activity plans
- **Branch Coordination:** Field sales coordination, branch teams, division teams
- **Customer Service:** Customer requests, technical needs, service resolution

PROFESSIONAL AFFILIATIONS

- Women in Industrial Sales Network, Milwaukee Chapter, Member, 2024 - Present
- United Way of Greater Milwaukee, Workplace Volunteer, 2022 - Present
- Wauwatosa East Business Club, Peer Mentor, 2019 - 2020

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST