

August Strickland

📞 (515) 555-0184

✉️ august.strickland@example.com

🌐 linkedin.com/example/auguststrickland

📍 Des Moines, IA 50309

SUMMARY

Early-career **B2B sales** professional ready to build trusted community relationships through in-person conversations with **business owners**, employees, and local decision-makers. Supervised sales practicums and outreach projects developed practical skills in needs discovery, referral development, customer empathy, clear presentations, objection handling, and follow-up planning. Experience includes creating activity goals, organizing an independent field schedule, documenting contacts in CRM environments, and presenting **financial protection concepts** in plain language. Academic work covered individuals, small businesses, and larger organizations, with strong feedback for **customer service** and communication. Coachable, self-disciplined, positive, and comfortable making new contacts, with preparation underway for Iowa life and health insurance licensure. Ready to learn a proven process, serve local communities, and help build lasting client relationships through dependable five-star service.

EDUCATION

Bachelor's Degree in Business Administration

2026

Iowa State University GPA: 3.8

Ames, IA

Coursework: B2B Sales, Business Communication, Entrepreneurship, Customer Relationship Management, Financial Protection Concepts

TECHNICAL SKILLS

- **Sales Methods:** Consultative Selling, Needs Discovery, Objection Handling
- **Customer Relationship Management:** Custom CRM, HubSpot, Contact Pipelines
- **Business Development:** B2B Prospecting, Referral Development, Lead Qualification
- **Presentation Tools:** Microsoft PowerPoint, Benefit Presentations, Interview Guides
- **Product Knowledge:** Voluntary Benefits, Financial Protection, Coverage Concepts
- **Field Sales Operations:** In-Person Meetings, Territory Planning, Community Outreach
- **Scheduling Tools:** Microsoft Excel, Weekly Schedules, Follow-Up Queues
- **Customer Service:** Empathy-Based Service, Five-Star Service, Active Listening
- **Insurance Preparation:** Iowa Licensing, Life Insurance, Health Insurance
- **Performance Planning:** Activity Goals, First-90-Day Plans, Goal Tracking

SKILLS

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|-------------------------|------------------------|----------------------|------------------------|
| • B2B Sales | • Needs Discovery | • Objection Handling | • Follow-Up Planning |
| • In-Person Outreach | • Referral Development | • Goal Setting | • Community Outreach |
| • Relationship Building | • Customer Service | • Field Scheduling | • Financial Protection |
| • Consultative Selling | • Presentation Skills | • CRM Documentation | |

EXPERIENCE

B2B Sales Practicum Student

January 2026 - May 2026

University Sales Practicum

Ames, IA

Completed supervised B2B sales training for a simulated voluntary-benefits territory, supporting prospecting, discovery meetings, presentations, CRM follow-up, and **referral development**. Practiced independent field planning and customer-service conversations while receiving weekly coaching from faculty and local advisors.

- Built a voluntary-benefits prospecting plan for 42 local businesses, prioritizing access and referral potential.
- Conducted 18 supervised discovery meetings, uncovering protection concerns through open-ended questions and active listening.
- Presented benefit scenarios in plain language, helping decision-makers compare **coverage concepts** without overstating features.
- Documented contacts, next steps, and referral sources in a custom **CRM** training environment for coaching reviews.
- Practiced **empathy-based objection handling** in role plays, earning the group's highest customer-service evaluation.
- Presented a first-90-day territory strategy, connecting activity goals with organized field **follow-up**.

Community Outreach Sales Project Member

September 2025 - December 2025

Community Outreach Sales Project

Ames, IA

Supported a supervised community outreach initiative linking university service goals with small-business introductions, customer-needs research, referral conversations, and field scheduling. Built practical habits for professional first impressions, organized follow-up, and clear communication with diverse **community members**.

- Connected a university service **initiative** with 31 small-**business owners** through scheduled face-to-face introductions.

- Mapped business locations and created weekly field schedules for contacts, referrals, and follow-up conversations.
- Used interview guides to identify employer and employee concerns for a faculty-led needs analysis.
- Developed a five-minute financial-protection presentation for individuals, **small businesses**, and **larger organizations**.
- Maintained consent notes, meeting outcomes, and next actions in a CRM-style contact pipeline.
- Received project approval after presenting a service model built around reliable follow-up and strong **first impressions**.

PROJECTS

Community Benefits Referral Plan 📅 2026

Created a practical referral plan for local business outreach, combining contact prioritization, needs discovery, follow-up timing, and customer-service standards.

Small-Business Protection Presentation 📅 2025

Prepared a concise presentation that explained financial protection concepts for varied audiences using plain language, relatable examples, and respectful discovery questions.

LEADERSHIP & AWARDS

- Dean's List, Iowa State University, Fall 2025 and Spring 2026
- Outstanding Community Outreach Presentation, Business Communication Department, 2026
- Entrepreneurship Case Competition Finalist, 2025

CERTIFICATIONS

- HubSpot Academy Inbound Sales Certification 📅 2026
- Iowa Life and Health Insurance License Preparation Coursework 📅 2026

PROFESSIONAL AFFILIATIONS

- Student Business Association, Community Outreach Committee, 2025-2026
- Peer Mentor, Iowa State Business Communication Workshop, 2026

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST