

HENRY SCOGGINS

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Account Growth | Business Development | Sales Quota Attainment | Customer Advocate | Client Relationship Management

Top-performing account executive securing key accounts, driving substantial sales growth, and penetrating new markets. Surpasses sales goals by developing and implementing targeted sales strategies. Nurtures client relationships by tailoring pitches to meet client needs and addressing pain points. Overachieves business objectives through cross-functional collaboration.

- **Business Growth:** Facilitated client companies in reducing advertiser cancellations by 50% and propelling advertiser spend by 15% at *Vable* by generating buy-in for our AI-driven software platforms tailored to client needs; secured and retained new accounts.
- **Product Knowledge:** Leveraged case studies and demonstrated tangible ROI that enabled clients to envision the product benefits and led to increased buy-in and adoption at *Vable*. Translated complex technical concepts into easily understandable terms.
- **Sales Growth:** Excelled among the top 2 sales performers within an 80-member team and contributed to achieving a \$20M annual revenue at *Lorry Equipment, Inc.*; drove consistent revenue growth and exceeded performance expectations.

Account Management
Client Needs Assessment
Sales Pipeline Management

Strategic Sales & Customized Solutions
Relationship Building & Client Engagement
Market Research & Customer Insight

Team Collaboration
Customer Retention Strategies
Account Review & Reporting

PROFESSIONAL EXPERIENCE

Vable 08/2021 – Present

Promoted to Inside Sales Representative (**Account Executive Responsibilities**) 07/2022 – Present

Contributed to the company's reputation as a reliable solution provider for independent radio groups across the country with up to 75 stations by providing valuable metrics to advertisers; enabled radio groups to compete effectively with digital advertising platforms. Worked on AI products, including proof of advertising performance, recognition engines for media post-production, and synthetic voice. Engaged in outbound prospecting and new business development, while surpassing expectations. Collaborated closely with the VP of Sales to share market research insights and proposed strategies to improve sales pitches.

- Achieved 50% of the annual quota within the first half of the 2023 by effectively managing the sales cycle complexity in relationship-based markets and demonstrating a thoughtful approach to securing deals.
- Successfully closed 7 deals for a total of \$275K in revenue with an average deal size of \$39,000 through persuasive negotiation.
- Overcame challenges in selling to tech-averse clients and pivoted outreach efforts by adopting an approachable communication style and focusing on the automation capabilities of the software to cater to the specific needs of small and mid-market stations.
- Tracked and managed all account management activities, while ensuring accurate records, logging activities, and updating outreach status for prospects using Salesforce. Used SalesLoft to build and maintain email campaigns.

Sales Development Representative 08/2021 – 07/2022

Employed a data-driven approach to identifying high-potential leads and targeting enterprise-level clients and mid-market groups, optimizing the effectiveness of outreach efforts and increasing the likelihood of securing qualified meetings. Leveraged industry-specific insights and market trends to fine-tune pitch strategies, enabling a more personalized approach for each client.

- Surpassed monthly quota and earned bonuses for 11 consecutive months by booking 10 qualified meetings with decision-makers, resulting in significant progress for prospective accounts and generating legitimate use cases for AI software solutions.
- Enhanced prospect conversion by maintaining a proactive approach to nurturing leads and ensuring a smooth handover to account executives for further progress; steered seamless collaboration in the sales process.

Lorry Equipment, Inc.

03/2015 – 08/2021

Drove consistent revenue growth and met targets by continuously mastering and adopting sales best practices.

Sales Lead (**Individual Contributor** Roles), Frontline Operations Team

01/2019 – 08/2021

Generates \$20M annual revenue by both independently driving sales and leading a 20-member customer-facing team at this \$3B national company; resolves escalated customer issues with other departments; partners with vendors to promote products.

- Consistently ranked among the top 2 sales personnel in an 80-member team; sold memberships to 600 customers/year.
- Nominated for the Anderson award out of 80 staff for 6 consecutive years due to exceeding performance expectations.
- Grew conversion from 23% to 40% for the loyalty program, “REI Co-op membership” — raised team rank to the top 3 among 10 teams in the district — by undertaking the initiative to research, master, and implement sales best practices.
- Surpassed membership sales goals for 2 consecutive quarters by 11%+ and enabled staff to anticipate and prepare for customer objections by orchestrating role-play sessions; shared best practices on customer buy-in generation with the team.
- Stimulated repeat business by driving 13% membership sales growth in 2020 despite a 30% reduction in leads during the COVID pandemic; dovetailed value proposition based on evolving customer profiles; escalated a wait time friction point to leadership.
- Handpicked by the Southwest Regional Director to pilot our team’s innovative sales methodologies across the district; drafted sales pitches; currently refining the methodologies in partnership with the Marketing Program Manager.
- Consistently recognized by the manager for attaining outstanding customer satisfaction scores; qualified customer needs and promptly addressed complaints, including payment and service delay issues; calmed disgruntled customers.

Promoted to Sales Lead, E-Commerce & Fulfillment Team

01/2017 – 01/2019

Exceeded KPI goal by 3% and increased fulfillment by 8.9% by revamping internal processes; guided a team of 10 associates; leveraged Salesforce.com, Excel Spreadsheets, and SAP to track KPIs.

- Met 98% of customer expectations during peak sales periods by encouraging rigorous coordination among siloed staff.
- Reduced staff error rate from 40% to 0% and eliminated a major customer pain point by undertaking the initiative to optimize returns management procedures; identified opportunities to refine associate training and performance management.
- Facilitated task prioritization by proactively mastering and leveraging underutilized SAP features and functionalities.

Sales Specialist (**Business Development Representative** Equivalent), Frontline Operations Team

03/2015 – 01/2017

Maintained a rank among the top 10 sales reps in a 70-member sales force by building in-depth product expertise in collaboration with vendors; managed sales closure for 10+ customers simultaneously.

Freelance Sound Technician, Independent Musician, & Market Research Associate at Ilama

03/2009 – 03/2016

Drove organic sales by fostering trust-based client relationships as a freelance sound technician; performed cold calling to land clients. Identified customer needs by conducting surveys as a market research associate.

EDUCATION & ADDITIONAL INFORMATION

Bachelor of Arts (BA) in English, Whitman College

2009

ADDITIONAL INFORMATION:

- **Key Competencies:** Customer Qualification, Call To Action (CTA), Value Proposition, Prospecting, Outbound Sales.
- **Bio:** Produced a music record; currently publishing | Music Enthusiast | Outdoor Activities (Hiking, Mountain Biking) Fanatic
- **Favorite Books:** MEDDIC: The Ultimate Guide to Staying One Step Ahead in the Complex Sale by Andy Whyte; The Challenger Sale by Brent Adamson and Dixon Matthew; Chronicles, Volume One by Bob Dylan.

