

# VINCENT TAEKENS

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## SENIOR SALES EXECUTIVE – HIGH-TECH INDUSTRIES

***Top-performing technology sales executive with extensive success driving year-over-year sales growth and managing profitable partnership programs in complex, highly competitive markets***

Goal-driven sales and management professional demonstrating consistent and repeated achievement of business development goals in competitive markets. Strong partnership building skills; proven ability in closing large, complex sales with C-level executives, mid-managers, and senior technology/operations professionals. Winner of numerous sales performance awards, including year-after-year increases in market share, profit gains, and overachievement of sales quota for past 8 consecutive years. Strengths in:

Sales Training & Team Leadership ▪ Key Account Management ▪ Partner Channel Strategy  
Complex Sales/New Business Acquisition ▪ Consultative Selling ▪ Go-to-Market Business Planning  
Customer Relationship Building ▪ Sales Forecasting/Trend Analysis ▪ Strategic/Tactical Leadership

## PROFESSIONAL EXPERIENCE

XXXXX, BOSTON, MA

1998–2000 / 2000 –Present

**Sales Executive / Network Specialist, Global Accounts**  
**Technical Sales Executive, Priority Accounts**

Recruited for return following previously successful tenure with this Fortune 100 industry leader; tasked with leading the sales charge to train and support a team of 12 account managers, open new geographic market, and build business/acquire new accounts with Fortune 500 and 1,000 companies. Provide leadership in achieving customer win-back goals, restoring lost accounts and beating out the competition to increase company's market edge.

During previous tenure as technical sales executive, supported account managers in data and Internet sales activities, analyzing customers' business needs and recommending optimal products. Focused sales and marketing initiatives on Fortune 1000 prospects in New England.

- **Business Development** – Penetrated and opened new market, leading team to meet/surpass all goals within 10 months. Produced year-over-year sales, profit, and market share increases, including the following:

	Revenue Gains	Profit Gains	Market Share Gains
2004	\$1.5+ million, 152% of quota	11% profit increase	7% market share increase
2003	\$1.2+ million, 135% of quota	8% profit increase	9% market share increase
2002	\$989,000+, 110% of quota	5% profit increase	8% market share increase

- **Customer Win-backs** – Repaired previously strained relationship with a large software company through consultative sales approach, leading to 5-year, \$780,000 contract. Brought back recently departed client Xxxx Films through ROI-rich proposal, resulting in 2-year, \$360,000 agreement.
- **Partnerships & Customer Relationships** – Built and sustained relationships with broad range of industry-leading firms, including 3Com, Lucas Films, HP, Priority Networks, Legato, Verisign, Nextcard, BigA Drugs, UCB, EBS, Sedgwick, and Bingham McCutchen.
- **Top Sales Production** – Delivered sales exceeding quota goals, year-after-year, for entire 6 years of tenure. Received multiple performance awards throughout tenures:

- \* 2005: Winner's Circle, 171% of quota in January, 172% of quota in March
- \* 2004: Silver Medalist, 2<sup>nd</sup> Place for Outstanding Performance in Xxxx Sales
- \* 2004: Premier Player's Club, over 150% of quota for 5 months
- \* 2003: Premier Player's Club, over 150% of quota for 5 months
- \* 2002: Over-Achiever's Club, over 135% of quota for 6 months
- \* 2000: Market Leader, 1<sup>st</sup> Quarter, over 200% quota
- \* 1999: Market Leader, 3<sup>rd</sup> Quarter, over 180% quota

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XXXXXXX, INC., NEW YORK, NY  
**National Account Manager**

2000–2001

Recruited to lead team of 10 in selling and implementing integrated Partner Relationship Management (PRM) portal and e-commerce solutions to business customers nationwide, with emphasis on large multinational and national corporations. Teamed with sales, marketing, and engineering in creating portals; provided pre- and post-sales implementation support.

Renewed relationships with current, inherited customers requiring support to realize full value of purchased software. Utilized consultative approach to assist customers in implementing partnership/reseller best practices and developing go-to market/partner strategies, business plans, and strategic account management practices.

- **Sales Performance** – Played key role in launch of 6 PRM portals; upsold services generating \$9,000 in monthly recurring revenue and sold over \$120,000 in professional services/retained 90% of customers (\$280,000 value) during dot.com downturn period.
- **Team Motivation** – Boosted low employee morale by creating internal launch for each portal to illustrate and celebrate individual and group achievements.
- **Partnership Sales & Account Management** – Sold training services and worked jointly with customers to use best practices in increasing partner/reseller revenues. Wrote customer reference documents used in future sales activities. Assisted 4 customers in increasing sales over 20% each.
- **Project & Program Management** – Led full cycle of PRM implementation, from design and implementation through training and follow-up. Directed large-scale training programs at large companies based in New York.

XXXXXX SOLUTIONS, CONCORD, NH  
**Outside Sales Representative**

1997–1998

Maintained account base of ~300 customers; specialized in sales of new digital connected printing equipment for company recognized as world's largest independent distribution channel for copier and printing technologies. Managed all phases of sales cycles, from prospecting and lead generation through presentations and negotiations to closing and follow-up.

- **Sales Quota Overachievement** – Earned series of sales awards that included:

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|---|
| <ul style="list-style-type: none"><li>* <b>Top Gun #1 Color Producer, April 1998;</b></li><li>* <b>Branch Quota Buster, 241% of quota, May 1998;</b></li><li>* <b>Outstanding Performance, 495% of quota, July 1998</b></li></ul> |
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- **Customer Service & Relationships** – Secured pricing incentives for key customers and maintained excellent record of service for large customer base.

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## PROFESSIONAL EDUCATION

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**Bachelor of Science (BS), Business** – in progress with 157 credit hours complete  
XXXXXX COLLEGE, Boston, MA

**Business Administration coursework**  
UNIVERSITY OF XXXXXXXXX, Durham, NH

**Relevant Training**  
Spin Selling  
Selling with Success