Becky Wilson, MBA

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# Professional Summary

I am a dynamic strategy leader with a special place for all things sales. Transitioning from graduating with a degree in Psychology directly to Inside Sales spurred sales theories and concepts that I have replicated and improved upon throughout my career. My experience and education has given me the tools needed to maximize efficiency and conversational confidence

among sales and operations teams to reach and exceed revenue and growth targets.

# Skills

* Sales Strategy Consulting
* Content Creation
* Execution and Implementation Management
* Performance Management
* Lead Prospecting
* Team Building
* Coaching and Development
* Customer Engagement Strategy

# Experience

Sales Training Consultant (Contractor) A Place for Mom

April 2022 - October 2022

* Created and delivered sales training program for new hire onboarding and ongoing coaching
* Developed highly effective, no cost lead sourcing strategy and cadence management for most effective use of publicly sourced information
* Updated CRM (Zoho) user interface to maximize HCAM efficiency and incorporated call flow for more successful conversations with access to most relevant information n
* Developed successful re-engagement campaigns including LTO's, emails and rep follow up.
* Developed "HCAM library" via Google Sheets that drove rep self training and information housing driving HCAM success

Sales and Operations Strategy Consultant (Contractor) PreK.com

December 2020 - January 2022

* Developed and implemented sales and operations process improvement strategies within consumer to business matchmaking software platform in childcare industry.
* Created and organized centralized information and learning platform B2B sales role and B2C operations role
* Trained and coached employees and managers on new strategies

Senior Sales and Marketing Executive HomeAdvisor

June 2016 - October 2020

* Exceed sales quotas as individual contributer through new lead prospecting strategy, innovation and consistency
* Accepted into beta test for remote work environment for employees considered to be "low maintenance individual contributers with high level understanding of company goals and values and with many successful self management qualities"

Sales Training Manager Sungevity

July 2014 - June 2016

* Developed onboarding content and corresponding repository for repeated rep and manager access and use
* Delivered consistent results, elevated overall performance by improving knowledge and abilities of all B2C inside sales representatives

Sales Manager January 2014 - July 2014

HomeAdvisor

* Recruited and hired entirely new sales team of 14 B2B inside sales reps
* Optimized strategies to reach revenue target consumers in highest performing markets for maximal lead distribution

Sales Trainer HomeAdvisor

January 2011 - December 2013

* Contributed to and improved new hire onboarding process including large scale classroom presentations
* Achieved retention goals and sales targets by creating ongoing training program for new hires from tenures ranging from 6-16 weeks through individual coaching plan and performance management
* Redeveloped call script to call "skeleton" which allowed for dynamic conversations

Inside Sales Representative HomeAdvisor

January 2009 - January 2011

* Exceeded sales and revenue goals consistently
* Created successful peer coaching program

# Education

Master's of Business Administration: Healthcare Administration - Avila University, Kansas City, Missouri Bachelor of Arts: Psychology - Rockurst University, Kansas City, Missouri

# Volunteer

January 2013

December 2008

Santa Fe Trail Elementary School - PTA Social Media Director

August 2022 - May 2023

* Created social media accounts for school PTA to engage with parents, teachers, students and other community members
* Collaborated with various committee chairs gathering information about their event or program and created social media content to support

Auction Co-chair

Santa Fe Trail Elementary School PTA

November 2022 - April 2023

* Created shared document among all committee members for effective donation outreach tracking
* Developed procurement strategy and worked with committee on implementation
* Broke overall procurement and total revenue records for event
* Negotiated and coordinated lowest possible catering cost
* Developed and executed social media strategy for event including content creation and marketing

Head Coach - Boys basketball 4th grade, 5th grade CYO - St. Ann Catholic School

November 2021 - February 2023

* 4th grade season ended with 9-1 record through effective individual esteem management and team building
* 5th grade season ended with winning championship in post season tournament after overcoming the adversity faced by entering highest level of competition grouping through video, stats, performance management and team building