
Becky Wilson, MBA

Professional Summary

Results-driven sales and marketing leader with a proven track record of driving revenue growth, optimizing sales processes, and developing high-performing teams. With expertise in inside sales strategy, sales training, script development, and marketing campaign execution, I have successfully helped startups and high-growth businesses with scale their operations. I excel at creating structured sales workflows, coaching teams to exceed quotas, and building outreach programs that drive customer engagement. As Co-Founder of J&B Partner Solutions, I provide tailored sales and marketing strategies to businesses in home care, healthcare administration, and early childhood education, helping them achieve sustainable growth and long-term success.

Professional Experience

J&B Partner Solutions, Inc. (Dec 2024 – Present)

Owner and Co-Founder

- Sales Strategy & Training – Develop inside sales processes, scripting, and training programs to improve conversion rates and team performance.
- Marketing & Outreach Development – Create targeted campaigns, referral programs, and engagement strategies to increase brand visibility and customer acquisition.
- Revenue Growth Planning – Build structured approaches for scaling sales efforts and maximizing revenue opportunities.
- Content & Sales Enablement – Develop sales materials, coaching programs, and outreach strategies to support business development.

Superspace (Jul 2023 – Present)

US Education Sales

- Developed & Executed Sales Strategies – Identified and engaged key decision-makers in the education sector to expand Superspace's reach.
- Built Relationships with Schools & Institutions – Partnered with educators to integrate Superspace into classrooms, museums, and learning spaces.
- Created Tailored Sales Outreach – Designed messaging and campaigns to resonate with educators and highlight Superspace's educational value.
- Drove Market Growth in the Education Sector – Positioned Superspace as a must-have tool for hands-on, creative learning in early childhood education.

A Place for Mom (Contract- Mar 2022 - Oct 2022)

Sales Manager & Sales Trainer, Homecare

- Redeveloped Inside Sales Script – Enhanced sales conversations and conversions.
- Designed & Led Sales Training – Created an onboarding program and ongoing coaching for new and tenured reps.
- Implemented Call Coaching Program – Provided real-time feedback to improve performance.
- Optimized Lead Sourcing & Cadence Management – Developed outreach strategies to improve engagement.
- CRM Enhancements & Admin – Adjusted workflows to align with sales conversations.
- Developed Outreach Campaigns – Launched LTOs and re-engagement strategies for previous customers.
- Through these initiatives, the Home Care Acquisition team grew from 93 sales in April to 281 by October, with long-lasting process improvements still in effect today.

PreK.com (Contract- Jan 2021 - Jan 2022)

Sales Training Consultant

- Developed & Implemented Inside Sales Workflows – Designed scalable processes to streamline lead management and provider outreach.
- Sales Training & Coaching – Equipped inside sales reps with the skills to effectively communicate PreK.com's value to childcare providers.
- Script Development – Created persuasive sales scripts to improve conversions and provider sign-ups.

- Built Sales Enablement Content – Developed training materials and access solutions to support the sales team’s success.

HomeAdvisor (Mar 2016 - Oct 2020)

Senior Sales and Marketing Advisor

- Consistently Exceeded Sales Goals – Outperformed assigned quotas through effective relationship-building and solution-based selling.
- Developed & Implemented Prospecting Strategies – Created targeted outreach methods to engage potential clients and increase conversions.
- Optimized Sales Approach – Refined sales conversations and objection-handling techniques to improve close rates.

Sungevity (Dec 2014 - Mar 2016)

Sales Trainer

- Developed & Maintained Sales Curriculum – Created training programs rooted in Solution Selling methodologies to enhance sales effectiveness.
- Led New Hire Training – Delivered comprehensive onboarding for Solar Consultants at the Kansas City location.
- Designed Assessment & Certification Process – Tested and evaluated new hires before transitioning them to sales teams.
- Expanded Training for Partner Teams – Developed targeted content for lead qualification and customer service teams to strengthen sales pipeline support.

Sunflower Dermatology (Jan 2014 - Jun 2014)

Marketing Director

- Increased Patient Acquisition – Built and maintained strong relationships with referral sources to drive new patient growth for a two-physician practice.
- Launched a Patient Referral Program – Developed a strategy to encourage word-of-mouth marketing and organic patient-to-patient referrals.
- Executed Community & Brand-Building Events – Organized and promoted events to enhance brand awareness and patient engagement.
- Managed Digital & Social Media Marketing – Oversaw content strategy and digital outreach to connect with patients and elevate the practice’s online presence.

HomeAdvisor (Jan 2009 - Jan 2014)

Sales and Sales Training

- Designed & Delivered Sales Training – Developed curriculum based on a consultative sales approach to improve close rates.
- Led & Coached New Hire Teams – Provided hands-on coaching to accelerate early sales success.
- Implemented Call Monitoring & Coaching Process – Developed a structured feedback system to refine sales conversations and increase conversions.
- Drove Sales Through Training & Development – Focused on employee growth to strengthen the overall sales pipeline.
- Facilitated Engaging Classroom Training – Led interactive, open-forum sessions to reinforce best practices.
- 176% Average Quota Attainment – Consistently surpassed sales targets through strategic relationship-building.
- Created Revenue Through Client Relationships – Focused on trust and rapport to drive long-term business.

Education

Avila University

Master’s Degree, Business Administration – Healthcare Administration

2010-2013

GPA 4.0

Rockhurst University

Bachelor of Arts, Psychology

2004-2008
