

Brendon Grinier

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“ ... Brendon just gets people ... has the rare gift of being a great salesperson AND knowing how to teach others in a way each can understand ...”

~ Courtney Melbourne, VP Marketing / Acting
[Colleague at Talent Potential Sales Group]

Sales Executive

*Track record of propelling high-performing sales organizations ... as a player and leader
Always plan to win because Preparation + Opportunity = Success*

Unbroken record of top personal and leadership performance in sales and business development. High-energy, driven executive who exceeds aggressive sales goals—in the field and behind the scenes. Thrives on the adrenaline of getting and keeping business. Talent for pooling resources to build solutions-focused cultures.

CORE EXPERTISE & VALUE OFFERED

- B2B Customer Care
- Solutions Selling & Pipelines
- Territory & Market Growth
- Branding & Image
- Strategic Planning & Execution
- Technology Savvy
- Relationship & Account Management
- New Business Development
- Sales Training & Development
- Coaching to Excellence
- High-Impact Presentations & Trade Shows
- Systems & Performance Correlations
- Revenue Growth
- P&L Oversight
- Partnerships & Alliances
- Building Consensus
- Operational Leadership
- Change Agent

SIGNATURE STRENGTHS & ILLUSTRATIVE RELEVANT SUCCESSES

- ▶ **Art of Selling.** Landed lion's share of employer's largest accounts—80% of company's annual revenues.
- ▶ **Sales Systems.** Showed both employers and clients how to create cultures based on Best Sales Practices.
- ▶ **Sales Performance.** Set company's personal sales record (44% of revenue) while leading the business.
- ▶ **Growth Leadership.** Led steady revenue growth from \$1.3 million to over \$3.5 million in < 6 years.
- ▶ **Goal Realization.** Achieved or surpassed every sales quota with multiple employers; set the bar.
- ▶ **Strategy & Measurement.** Developed strategies and reporting systems that increased sales pipeline by 50%.
- ▶ **Client Focus.** Created a client-centric system / initiative that boosted revenues amidst a struggling economy.

CAREER HIGHLIGHTS

ARTHAX DIRECT, Minneapolis, MN 2007 to Present
Emerging leader and \$33 million full-service network database business partner, connecting buyers with direct multi-channel and catalog marketers through leveraged, innovative marketplace data and services.

Vice President of Sales & Marketing

- Hired by the owner to lead organization in achieving aggressive new sales revenues. Built and continually enhance a comprehensive sales process used as a guidepost in selling all products and services.
- Generate sales and business development efforts tied to a unique, differentiated branding message. Train, coach and motivate a sales team; manage a sales budget.

Successes

- ▶ Introduced an organizational comprehensive sales process that sharpened company's competitive edge, grew sales 23% and enhanced its productivity and presence in a challenging market.
- ▶ Established an *Action Selling* culture that certified all client-facing people to effectively manage the sales process. Created a corporate-wide common selling language improving internal / external infrastructure.
- ▶ Built a new product-launch process and grew its pipeline by 600% in < 3 months.
- ▶ Deployed an inclusive Broker Program to reach an expanded audience with broader products and services. Unique brokerage solution levered sales efforts, ramped up market demand and increased sales by 75%.

“Brendon has a very strong sales background and the ability to teach what he knows to others ... brings a ‘never give up’ attitude, along with every skill to accomplish whatever sales goals set ... a man of integrity and high morals ... a great mentor who helped me become a better sales professional ...” ~ Greg Snyder, Senior Sales Executive, Arthax Direct [reported to Brendon]

TALENT POTENTIAL SALES GROUP, Minneapolis, MN 1996 to 2007
Certified sales management group providing organizational talent and leaders the skills and tools to become top sales performers and development coaches through innovative sales systems' access and training.

Fast-track, progressive path with company involved recruitment and performance-based promotions. Held blended key roles in account management, sales performance and overall business leadership.

Vice President of Sales (2001 to 2006)

- Asked to head operational, P & L and development aspects of an \$11 million sales training company. Set company records for personal sales while directing the integration of systems that positioned company as a leader in its market niche. Integrated organizational Best Sales Practices for internal / external clients.
- Landed key accounts that included Citigroup, US Bank, General Mills and Summit Properties.

Director of Corporate Accounts (2000 to 2001)

- Challenged to head business development with large corporate prospects and clients. Consistently exceeded corporate account sales goals. Won new major accounts that included Carlson Companies and Microsoft—and boosted sales by 50%.

Director of Sales (1999 to 2000)

- Hired and managed a group of 10 training consultants and grew sales by 30% in first 6 months. Headed task force to streamline flagship program that launched new products and long-term training activities.

Senior Account Executive (1996 to 1999)

- Aligned sales training initiatives with organizational purpose. Created rigorous plans for Target and large clients that far surpassed both client and employer goals in revenues / margins, market share and profits.

Successes

- ▶ Championed change and ignited stalled growth. Planned, documented and trained teams in Best Sales Practices; ramped up sales by \$2.2 million—and positioned company as a lucrative market contender.
- ▶ Doubled own sales record for company sales to achieve (44% of total company revenues). Simultaneously ran day-to-day operations and sales. Company realized unparalleled profits.
- ▶ Initiated and integrated FISH, Death by Meeting and other innovative philosophies / practices that reduced high turnover (+300%) by more than 50% and saved thousands of dollars.
- ▶ Set unprecedented company profit mark of 38%.

BROWNGUARD SYSTEMS, INC., Minneapolis, MN 1994 to 1996

Senior Account Manager

- Managed West Coast network dealership accounts—prospecting to product training. **Won coveted award for proposals to top international management.** Resolved international dealership product issues. Reached **“Breakaway” performance status a year earlier than the norm.**

EARLIER BACKGROUND

Player Services Associate (founded member enhancements): Tiffany Ranch Golf Club, Scottsdale, AZ

Manager of Member Support (hired from first role as intern): Golden Eagle Athletic Club, St. Paul, MN

EDUCATION & LEADERSHIP

Bachelor of Science in Business Management, GUSTAVUS ADOLPHUS COLLEGE, St. Peter, MN

~ 4-year Member, National Honor Society ~ 3M Recognition of Creativity Award Recipient ~

~ Chosen to attend The Nobel Peace Conference, University of Minnesota Carlson School of Management ~

PROFESSIONAL DEVELOPMENT & LEADERSHIP ROLES

~ *Action Selling* Certified Professional & Trainer ~ The Stand, The Reach and The Edge Leadership Training ~

~ *Strategic Selling*, Miller Heiman ~ *Professional Selling Skills*, Achieve Global ~

~ Facilitator for 300 People from Carlson Companies, Outward Bound Program / Prouty Project ~

~ Member, Executive Leadership Group, Minneapolis, MN ~ Supervisory Leadership Series, Wilson Learning ~

“Brendon’s focus and determination for reaching goals is unmatched ... worked tirelessly to support and motivate sales reps to reach their goals, while still managing to generate over a million in annual sales on his own ... an *Action Selling* Master ... can lead any sales team to great heights ...” ~ Kate Palmer, Senior Sales Executive, Talent Potential Sales Group [reported to Brendon]

Brendon approached me because he was uneasy with his current role as Vice President of Sales and Marketing for a network database organization in what, he perceives to be a dying industry (heavy customer base in the paper / print market). He was concerned about not wanting to be perceived solely as a sales manager, because he was “frankly tired of babysitting underachievers”. His passion, he said, was for excelling in sales performance while mentoring others to do the same through coaching and training. He recognized his need to be in “front of people”. He said he wanted to explore leadership opportunities if they let him continue to get in front of the client—internal and external.

I started with a title and credibility, following by short, bold, centered lines conveying his brand in terms of what he does to bring value, as well as his personal “slogan” that is carried through everything he does. A brief summary and keywords follow, which continue his brand and the value / benefits to employers. Brendon’s star is rising, and we wanted the top section to include signature strengths and relevant successes. Again, we mined these strengths from prior assessments, testimonials and most importantly, Brendon’s own priorities in terms of what he wants to be known for. It took a great deal of “weeding” through lots of text in many documents, but I came up with one-liners which he said, “conveyed what he has done and can do for others.”

The Career Highlights tell about the organizations he has worked for (I never assume people will know), what he’s been challenged to do, and what he has done.

Although not typical, I did list some honors and highlights from his college days, because they were atypical themselves. I devoted space to professional development because that’s part of his identity—mastering and teaching corporations the art of various sales systems.

Finally, Brendon has been praised by his colleagues and associates as being “one of the best”. He is a savvy online and “in-the-room” networker. Testimonials were important to him, so we sprinkled a few throughout the résumé.

Because text boxes can be problematic, we of course formatted his resume in text and rtf for electronic submission.

Brendon is currently engaged in negotiating two opportunities through networking connections. One is with a sales training firm (his prior employer’s competitor); the other with a former client company.