WELLA ALEXIS

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# Summary of Qualifications

A competitive sales leader experienced in management, inspiration and development of a national sales team

Skilled at directing multiple initiatives while delivering results on primary objectives

Experienced in the procurement of profitable business, senior-level account penetration and client retention

A true hunter with the ability to develop relationships, truly penetrate a client base and close business

**Professional Experience**

**Purolator June 2020 –** **present**

*Puro is….*

**Director, Sales** November 2004 – present

Directly responsible for performance and strategic plan of Commercial division – $86+ million – 13 reps reporting

Primarily accountable for achieving overall sales objectives of Brinks’ Commercial division including: new business acquisition, organic growth (share of wallet), price increases and client retention – leading to a 1% reduction in cost and a 97% retention rate

**Achievements**

Secured $7.37 million in 2006 – (14% growth) versus fiscal 2005 - first annual profit since 1999

2005: Reduced customer churn from 6.19% to 2.77% via a defined focus on call cycles and territory coverage

Developed a pragmatic, measurable set of Tasks & Standards in order to establish a results oriented focus

2005: Expanded Sales Team by 87.5% – to 15 individuals

Revamped sales incentive program in order to reflect true objectives of the organization

Created realistic KPIs that served to reinforce critical activity expectations of the organization

Instituted a new process of tracking Targets and Prospects through all stages of the sales pipeline

Participated as Subject Matter Expert in development of new Billing and OFM® systems

2006 Award of Excellence recipient – Sales Management team recognized as function of the year

Established first sales–oriented, dedicated Customer Service position in organization’s history

In a determined effort with the Finance division, reduced DSO (Days Sales Outstanding) from 44+ to 25

Principal Member of project team that created Brinks’ ExpressCash® product – an industry first

Selected as SME for two new initiatives: SalesForce Reorganization and Brinks’ *SecureMoney*® Offering

**National Accounts Executive, Commercial** June 2015 – November 2020

Responsible for identification, acquisition and organic growth of national account opportunities

Established switching barriers and identified new revenue opportunities within the current client portfolio

Created a business plan identifying new business and “share of wallet” opportunities

Developed solutions to drive new business acquisition, supported by sound business rationale

**Achievements**

Secured several national accounts including; Wal-Mart, Home Depot, Weston Group and Coca-Cola

Increased national account revenue base by 37.4% in fiscal 2003 versus fiscal 2002

2003 – Q1 = 103.7% • Q2 = 100.2% • Q3 = 108.5% • Q4 = 107.1%

Leading by example, introduced a sense of urgency and obligation among Sales to focus on primary roles

Instituted new administrative procedures in order to provide consistency across sales function

Promoted to National Sales Manager within 14 months of joining Cintas Corporation

**TECH CO BROS July 2003 – May 2015**

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**National Account Executive (Retail)** March 2009 – May 2015

Managed and developed retail vertical market of National Accounts – $41+ million

Consultative selling – incorporated SPIN Selling® to ensure solutions matched customers’ explicit and implied needs

Focused on account penetration, development and implementation of functional switching barriers

Completed internal and external requests in a timely and professional manner

Negotiated volume agreements and contract renewals with a focus on profitability and partnerships

Maintained pro-active dialogue with internal divisions in order to fulfill service commitments to clientele

**Achievements**

2000 & 2001 – President’s Club Award Winner

1999 – Q2 = 87.3% • Q3 = 92.9% • Q4 = 99.6%

2000 – Q1 = 100.7% • Q2 = 106.2% • Q3 = 109.5% • Q4 = 116.3%

2001 – Q1 = 116.9% • Q2 = 112.5% • Q3 = 113% • Q4 = 108.7%

Forged genuine relationships with many of UPS’s largest revenue accounts

Secured in excess of $1.8 million in revenue during initial 9 months in this position

**Account Executive (Halton Region)** October 2005 – March 2009

**Sales Executive (Niagara Region)** July 2003 – October 2005

Managed and developed Niagara and Halton regions – territories valued at $8M and $11M respectively

Actively prospected, targeted and secured new business

Enforced volume and technical compliancy within my account base

Implemented value-added billing solutions and technological enhancements (EDI)

**Achievements**

Consistently achieved revenue targets during tenure with X company Field Sales Division

Promoted to Account Executive position within 15 months of joining the organization

Successfully mentored dozens of Top Courier Sales Representative in Canada (1997 and 1998)

Cultivated exceptional strategic relationships with accounts in Niagara and Halton regions

Merited consistent and progressive results in consecutive Performance Reviews

Promoted to National Accounts Group – 12 positions representing 65% of UPS’s total revenues

**Education**

**McMaster University** - HR Management Degree **2003**

**Sheridan College** - Business Fundamentals Certificate **2001**

**Continuing Education**

**Solution Selling** -SkillPath Seminars  **2017**

**Miller Heiman** -SkillPath Seminars  **2013**

**CPSA** -Canadian Professional Sales Association **2011**

**Challenger** - Challenger **2010**

**MEDDIC** - MEDDIC **2008**

**Sandler** - Achieve Global Course **2006**

**Spin Selling**  - Learning Corp Inc. **2005**