




SHAWNA JEFFERSON


SALES & CUSTOMER EXPERIENCE PROFESSIONAL

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SKILLS

- Strong communication
- Teamwork
- Problem-solving
- Time management
- Adaptability
- Critical thinking
- Work ethic
- Organization
- Leadership
- Attention to detail
- Interpersonal skills
- Proficient in Salesforce
- Decision-making
- Conflict resolution
- Creativity
- Customer service
- Multitasking
- Self-motivation
- Data management
- Project management

RECOGNITION

Top Chat Performer - August 2024
Zenbusiness

Top Chat Performer - September 2024
Zenbusiness

Rockstar Performer - 2023
Godaddy

CSAT Performer - 2023
Godaddy

Top Sales Performer - 2022
Inspiro

PROFILE

Accomplished sales professional with extensive experience in customer care and sales, focused on driving revenue growth and streamlining sales processes. Proven track record in managing high-volume sales environments while consistently delivering exceptional results across various industries.

- **Team Leadership:** Demonstrated expertise in identifying sales challenges and creating customized training programs that empower teams to surpass KPIs and revenue targets.
- **Data-Driven Insights:** Proficient in utilizing analytics to improve operational efficiency and enhance customer experiences, leading to the successful closure of high-value deals.
- **Relationship Management:** Renowned for building strong client relationships and transforming underperforming sales teams into top performers.

PROFESSIONAL EXPERIENCE

Sales Chat Professional

Zenbusiness

- Consistently achieved top-tier performance by managing up to 5 simultaneous chats with optimal efficiency.
- Improved customer engagement by adapting sales strategies, resulting in increased sales conversions.
- Developed and maintained strong client relationships, driving repeat business and ensuring customer satisfaction.
- Leveraged data analytics to optimize lead tracking, enhancing sales pipeline visibility and conversion rates.
- Implemented compliance strategies related to Unauthorized Practice of Law (UPL), ensuring all sales discussions adhered to legal standards.
- Designed the chat and inbound sales playbook to house all of our internal information and articles to help optimize the sales process.

Key Accomplishments:

- Boosted chat sales conversions through personalized engagement and proactive problem-solving strategies.
- Recognized for consistently ranking among the top performers in the chat sales department.

Sales Professional Tier II

Godaddy

- Exceeded monthly sales targets by leveraging advanced product knowledge and personalized customer solutions.
- Collaborated cross-functionally to resolve customer issues, boosting satisfaction and retention.
- Provided technical support for DNS, WordPress, cPanel, and domains, driving service adoption and upselling.
- Acted as a subject matter expert, mentoring new hires and enhancing team performance and sales results.
- Identified upsell opportunities within existing customer accounts, increasing revenue streams.

Key Accomplishments:

- Consistently ranked in the top 10% for sales performance.

EDUCATION

Google Workspace Certification
2024

Sales Strategy & Approaches Certification
2024

Soft Skills for Sales Certification
2024

Foundations of Project Management
2023

Sales Performance Measurement
2023

Service Metrics Certification
2023

Time Management: WFH Certification
2022

De-Escalation Conversations Certification
2022

West Georgia Technical College
2010

Chattahoochee Technical College GED
2009

Customer Support & Sales

Verizon

- Consistently exceeded sales quotas by leveraging consultative selling techniques and optimizing customer interactions.
- Increased sales pipeline efficiency by streamlining processes, reducing response time.
- Led cross-functional teams to resolve complex customer issues, improving overall customer retention.
- Utilized CRM tools to track customer data, enhancing personalized follow-ups and significantly increasing repeat business.
- Proactively identified upselling opportunities during support calls, increasing average revenue per customer.
- Delivered exceptional customer service, consistently achieving a high satisfaction rating in quarterly performance reviews.

Key Accomplishments:

→ Ranked in the top 5% of sales performers for three consecutive quarters, consistently surpassing Verizon’s sales goals.

Global Expert Trainer

Inspiro

- Designed and delivered comprehensive training programs, enhancing sales team performance and skillsets effectively.
- Implemented new sales techniques and tools, increasing team efficiency and closing rates.
- Analyzed performance metrics to identify training gaps and customized programs to address specific needs.
- Facilitated workshops on advanced sales strategies, leading to improved sales team productivity.
- Mentored and coached sales representatives, fostering professional growth and achieving consistent performance gains.
- Developed engaging training materials and resources, ensuring alignment with current industry best practices.

Key Accomplishments:

→ Enhanced sales team efficiency, resulting in increased closing rates through strategic training.
→ Achieved improvement in productivity by implementing advanced sales strategies and workshops.