



DANA VAN HOOSE

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PROFESSIONAL SUMMARY

Accomplished Sales professional with extensive track record of exceeding sales quotas and cultivating new revenue-building partnerships. Leads sales teams to meet and exceed established targets. Proactive changemaker with over 20 years of related experience.

SKILLS

- Lead Generation
- Organizational skills
- Decision-Making
- Problem solving
- Account Acquisition
- Effective Communication
- Consultative Sales
- Excellent Communication
- CRM Software

EXPERIENCE

Senior Sales Executive February 2023 - Current

Professional Speakers Bureau International | Columbus, OH

- Developed and implemented sales strategies to achieve revenue growth by 57% MOM.
- Managed schedule and priorities to achieve key targets and meet deadlines.
- Captured sales through effective product demonstrations and persuasive communication skills to overcome objections.
- Exceeded quotas continuously with continuous product pushes and attention to customer needs.

Sales Director October 2019 - January 2023

Business Performance Systems | Scottsdale, AZ

- Met deadlines consistently, working effectively under pressure to achieve all targets.
- Developed and conducted persuasive verbal sales presentations to prospective clients consistently closing 22% in an industry where average is 10% closing rate.
- Utilized CRM systems effectively for managing leads, tracking communications history, and generating reports as needed.
- Led team of sales professionals, providing coaching and training as needed.
- Sold High-Ticket products and Services at meetings, conferences and workshops with an average of over \$400k in gross monthly revenue which well exceeded that of my peers.

Senior Sales Executive July 2013 - September 2019

M3 Business Development Consulting | Cape Coral, FL

- Developed sales presentations to capture potential accounts.
- Recommended solutions to clients based on needs to sell products.
- Sought out and qualified new leads to build sales pipelines.

- Conducted cold calling to present company offerings to potential customers.

EDUCATION

Bachelor of Science (B.S.) - Business Management
Malone University, Canton, OH

AWARDS

- Army Achievement Medal Award recipient.
- U.S. Army Meritorious Service Medal recipient.
- U.S. Army National Defense Medal recipient.