

Tod Long

Senior Sales Executive – Department Head
Frisco, Texas

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Executive Summary

Passionate Sales Executive with over two decades of Solutions Selling, Strategic Business Planning, and Driven to lead Sales Managers to reach new achievements. A proven track record of building and leading multiple high-performance sales teams, consistently driving significant increases in production rates and sales efficiency. Strategic leadership and innovative sales operations have enabled teams to exceed targets and achieve prestigious awards, such as the President's Club. Achieved the President's Club award for 5+ Consecutive years. Able to build new workflow processes, engage in interdepartmental synergy meetings, and develop new Sales Initiative Plans to grow the company's ROI of existing business aggressively. Emotionally intelligent when approaching individuals for reviews, metric reports, and sensitive data. Ready to help build an organization needing strategic sales leadership, business planning, and business analytic leadership. Well-versed in telecommunications, wired & wireless networks, cloud-based networking, broadband circuits, network security, App Dev Sales, SD-WAN, SaaS, cloud computing, Salesforce CRM, and NetSuite CRM. **Open to new opportunities in Strategic Leadership, Partnership Leadership, Or Executive Leadership in Sales.**

Education

University of Oklahoma | Norman, OK
BA – Organizational Leadership May 2022
Management Information Systems – General

Championships: Two-time World Champion, Two-time USA Champion, Six-time NCAA All-American, and Eight-time Big 8 Conference Champion in Track & Field.
Won 12 Gold Championship Medals

Professional Highlights

- ❖ Drove a 200%+ increase in team production rates within nine months by creating two sales operation departments, reducing the overall workload of quota-bearing sales staff.
- ❖ Led the only sales department to consistently generate over \$1M in sales within a single month and is skilled in successfully conducting negotiations with various C-Level and Senior Level Executives.
- ❖ Qualified for the Fidelity Sales President's Club each year from 2011 to 2015, while coaching and directing sales staff to achieve a 98% qualification rate for the yearly President's Club Award.
- ❖ Improved sales efficiency by 65% through the implementation of streamlined sales policies and procedures, achieving a 35% increase in lead volume and a 15% reduction in marketing spend.

Professional Experience

Extreme Networks | Remote **March 2023 – April 2024**
Extreme Networks specializes in cloud-driven networking solutions for diverse, global business environments.

Senior SLED Account Executive

- Delivered end-to-end Wired/Wireless Data Networking, Network Management, and Security solutions, consistently surpassing revenue and profit margin quotas in the assigned territory.
- Executed business development strategies, capturing new SLED business, expanding existing install bases, and delivering precise business planning and reporting.
- Established and nurtured robust relationships within cross-functional teams, developing new SLED prospects and exceeding target quotas.
- Communicated effectively at CXO levels in SLED environments, developing business plans and forecasting accurately.

Cytracom | Allen, TX **March 2022 – March 2023**
Cytracom provides enterprise-grade Hosted VoIP, unified communications, and Network Security to businesses nationwide.

Senior Sales Director – Head of Sales

- Led a team of 10 senior sales associates, motivating, training, coaching, and developing them to increase employee retention rates.
- Reported department changes, improvements, and budgeting requirements to the COO.
- Strategically led sales teams, including Channel Development Representatives, Partner Success Specialists, Partner Account Managers, and Sales Engineers.

Sales Operation & Project Management | SaaS | Network Security | App Dev Sales | SDLC | Agile Method | Team Management & Leadership | Team Building | Strategic Planning | Direct Sales | New Business Development | MSP | Account Management | Sales Analysis | Forecasting | Strategic Communications | Consultative Selling | Unified Communications | Strategic Partnerships | B2B, B2C, B2E Sales | Sales Process | Solution Selling | Contract Negotiation | Networking | Vendor Management | Customer Retention | Wired Networks | Wireless Networks | Cloud-based Networks | Network Management Software

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- Onboarded new managed service providers (MSPs) to sell Cytracom's UcaaS and network security offerings (ControlOne).
- Managed day-to-day sales activities, tracking closing calls, sourcing new market opportunities, and closing deals through project education.
- Created training materials using Kaizen & Lean methodology to improve sales activity and results.

SpectrumVoIP | Plano, TX

October 2019 – March 2022

SpectrumVoIP is a telecommunication service provider that offers voice over internet protocol technology.

Senior Sales Director – Inside Sales

- Designed leadership processes and best practice procedures for a new inside sales department.
- Established submarkets and regional focuses for the team.
- Closed deals and generated product demand through various marketing efforts.
- Collaborated with key company leaders to enhance the workplace environment and culture.

NetFortris (Formerly Fonality) | Plano, TX

March 2010 – June 2019

NetFortris is a leading business phone system provider that bundles its unified communications software for a complete business communications solution.

Senior Sales Director – Inside Sales, NetFortris Acquires Fonality 2017 (February 2017 – June 2019)

Sales Director – Global Account Management Fonality (January 2014 – February 2017)

Senior Sales Manager – Sales Methods and Tactics Fonality (January 2013 – January 2014)

Sales Manager – Mid Market and Corporate Solutions Fonality (January 2010 – January 2013)

- Propelled up-sales of hardware and services to existing clients, creating customized marketing campaigns, and developing account management staff.
- Achieved a 212% increase in sales volume by creating a separate sales operations team to manage non-revenue-producing duties.
- Devised Sales Commission Plans for the sales department and led sales management meetings.
- Interviewed and maintained a pipeline of potential new sales representatives, attended quarterly business reviews, and presented detailed statistics on the Inside Sales Group.

Business Acumen, Methodology & Abilities

- **Predictive Index Results: Controller** – Loyal, Conscientious, Detail-oriented, Anticipates problems
- **Management Style: Servant Leader** – Lead by example and helping the team when a deficit is presented.
- **Sales Methodology: SPIN** – Situation | Problem | Implementation | Need-Pay Off
- **Industry Exposure: SaaS**, Software Development Life Cycle, Application Development, Technology, Software & Tech Services, Telecommunications, IT & Communications, Wired & Wireless network technologies, Cloud-based Network infrastructure
- **Business Acumen:** Communications (Security, Network Management, Solutions), Cloud Communications, Software Defined Solutions, Managed Network Solutions, Broadband Circuits
- **Softwares:** Salesforce, Netsuite, Enterprise, SaaS, VoIP, SD-WAN, CRM, Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe Suite (Premiere, Acrobat, Photoshop, Illustrator).

References Available During Consideration

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