



Byron Williams

Manager- SMB Sales

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Experience

Account Executive -SMB

Mar 2021 - Present

Tallahassee,FL

T-Mobile

- Meet and exceed monthly sales quota objectives by successfully supporting your team in acquiring accounts within multiple geographic territories and will ultimately have the opportunity to own a geographic territory
- Sell products, services and solutions to gain new business through prospecting, cold-calling, networking and generating leads and referrals
- Analyze customer needs and utilize solution-based selling techniques to demonstrate the value of T-Mobile products and services, tailoring customer recommendations to negotiate and close business
- Generate leads and referrals through prospecting, cold calling and networking
- Work with leadership to develop skills in prospecting, call execution and relationship management
- Participate in training opportunities on products and services and attend sales meetings
- Devise creative and effective sales approaches, solutions and proposals
- Fully utilize all sales force automation, funnel management and prospecting tools
- Manage sales funnel and generate reporting on sales activities and forecasting
- Also responsible for other Duties/Projects as assigned by business management as needed

Sales Planning Organizational Skills Forecasts Ethernet Excellent Written Staffing Punctual Best Practices Sales Promotions Sales Team Sales Professionals Sales Representatives Appraisal Competitive Sales Sales Experience Sales Reps Mentoring Coaching Team Player Pipeline Sales Manager Telecommunications Market Share

Internal leader

Jun 2020 - Mar 2021

Tallahassee,FL

Give a Book Campaign

- Created and implemented marketing campaign for company " Give a Child a Book Campaign"
- Created and implemented engagement schedule regarding employee reach out regarding campaign specifics
- Campaign increased donation from \$2000 to \$10000
- Due to success, station was able increase book drives from two to four, and increasing the number of books provided from two to four per student

Sales Planning Organizational Skills Competitive Sales Sales Experience Sales Quota Coaching Mentoring Team Player Forecasts Pipeline Telecommunications Business Management Market Share

About Me

Experienced leader and effective communicator with exceptional strengths in relationship development. Advanced experience in operational management, sales, marketing, and financial management. A track record of operational oversight, organizational development, and capital strategies. Ability to perform accurately in a detail-oriented environment. Exceptional organizational, financial management and interpersonal skills. Experienced in training, coaching, and developing employees. Leadership Proposal Management Career Development Microsoft Office Strategic Planning Meeting Facilitation Human Resources Legal Training Product Development Marketing Telecommunications Business Operations and General Business Knowledge and Learning Management Personal Attributes Strategy and Planning Administrative or Clerical Transmission & Distribution Healthcare Non-physician Non-nurse

Education

Master of Science, Marketing

University of Alabama

Marketing is the field of business concerned with the identification and analysis of consumer and business market needs and the development and management of marketing programs to satisfy those needs. Marketers are responsible for market strategy, product development and management, development and execution of promotional programs, management of distribution systems, and pricing for targeted domestic and international market opportunities based on an understanding of consumers generated by marketing research and analysis of primary and secondary market data.

Juris Master, Law

Florida State University

Students in the program acquire essential legal skills, such as how to read and interpret statutes, regulations and case law, how to conduct legal research, and how to communicate findings to executives, board members and others within their organizations. Additionally, students learn how to identify and understand potential legal and regulatory hazards, design and implement intelligent risk management programs, and better assess when legal counsel is needed.

Bachelor of Science, Social Science

Florida State University

- B.S. Social Sciences - Florida State University, Tallahassee, FL

Associate's Degree, Arts

Tallahassee Community College

- A.A. Arts - Tallahassee Community College, Tallahassee, FL
- Microsoft Office Suite -Excel, Word, Access, Outlook
- Lexis Nexis
- Westlaw

VOLUNTEER ACTIVITIES & ACCOMPLISHMENTS

Account Executive

Jul 2019 - Mar 2021

Tallahassee, FL

WTXL

- Sell to local and regional businesses and advertising agencies
- Host brainstorm sessions with your team for upcoming advertising campaigns
- Attend regular calls with existing clients to talk about campaign performance and ideas for upcoming promotions
- Use ratings, qualitative and market trend data to negotiate program ratings and advertising rates with advertising agencies to maximize revenue
- Cultivate new relationships with businesses in the local community by networking, cold calling, and referrals
- Develop and deliver advertising and marketing campaigns, and media plans
- Maintain and grow existing accounts by reworking and optimizing schedules and products as needed, showcasing attribution proof of performance, and providing best in class customer service
- Effectively manage a sales funnel within the Customer Relationship Management (CRM) software and achieve key performance indicators and activity levels
- Contribute to the creative development of campaigns through client communication and needs analysis, storyboard and concept creation, and assistance in production aspects

Sales Representatives Sales Team Organizational Skills Forecasts Excellent
Written Quota Sales Experience Sales Quota Telecommunications
Mentoring Coaching Business Management Market Share LESS CSS

Account Executive

Oct 2016 - Apr 2019

Tallahassee, Florida

Comcast

- Responsible for selling products and services to privately owned multi-dwelling properties/communities
- Serves as a point-of-contact for customers in assigned area
- Manages contracts for accounts
- Represents the Company at meetings, social functions, or in the community
- Secures new and maintains existing commercial internet, video and voice services
- Generates new leads with targeted businesses through various prospecting activities, including cold calling, canvassing, door-to-door canvassing, customer referrals and partner relationships
- Provides exemplary customer service in order to build and maintain strong relationships between customers and the Company
- Addresses complaints quickly including billing and service issues; provides prompt follow up and advises management of any situation outside position's scope of authority
- Manages contracts including renewals and new contracts
- Reviews all associated documentation for accuracy
- Reviews assigned territory to ensure all customers are contacted on a prescribed, periodic basis

- Big Bend Elder Care Tallahassee - Meals on Wheels
- Christian Heritage Church- Concierge Team Member
- Kappa Alpha Psi Fraternity, Inc. - Member, Keeper of Records(2019-Present)

Skills

- Marketing 
- Telecommunication 
- Operations 
- Android 
- Customer Support 
- Business Development 
- Technical Requirements 
- Ecosystem 
- Punctual 
- Quota 
- Sales Manager 
- Competitive Sales 
- Sales Experience 
- Sales Quota 
- Mentoring 
- Coaching 
- Team Player 
- Workflow 
- Forecasts 
- Pipeline 
- Sales Reps 

- Assists in the preparation of project status reports and maintains accurate sales/service records and customer activity records
- Keeps current with developments within the industry
- Monitors and evaluates competitive services and products
- Makes presentations to Managers and Developers and attends meetings and social functions to maintain a high level of visibility for the Company
- Achieves and exceeds assigned sales and business quality objectives
- Consistent exercise of independent judgment and discretion in matters of significance

Sales Planning Best Practices Organizational Skills Quota Competitive Sales
Sales Experience Sales Quota Mentoring Coaching Workflow Forecasts
Pipeline Team Player Sales Manager Telecommunications Business
Management Market Share

Store Manager

T-Mobile

Jun 2015 - Oct 2016

Tallahassee, Florida

Managed retail operations for wireless communication company.

- Increased small business sales from 0% to 148% of quota
- Reduced overtime percentage from 27% to 1.8% annualized
- Reduced store shrinkage from 10.1% to 2.8% annualized

Forecasts Organizational Skills Staffing Sales Team Sales Representatives
Ethernet Excellent Written Sales Experience Sales Quota
Telecommunications Mentoring Coaching Business Management

Area Retail Sales Manager

AT&T

Jun 2000 - Jan 2015

Southwest Georgia

Provided market leadership and operational oversight for Retail, Business, and Indirect channels for West Georgia

- Number one market for small business sales 2013-2015
- Highest operational market scores from 2007-2015 based on quarterly market operational reviews
- Managed and implemented coaching process to productivity across sales metrics

Punctual Sales Planning Sales Professionals Sales Promotions Sales
Representatives Sales Team Best Practices Appraisal Staffing
Organizational Skills Excellent Written Forecasts Quota Sales Experience
Sales Quota Telecommunications Mentoring Business Management Market
Share LESS CSS

Achievements & Awards

WTLX ABC 27- Employee of
the Quarter (3Q 2019)