



## Joseph Bedsole

Mr. Joseph Robert Bedsole brings extensive Sales & Marketing knowledge to The JRB Team. Over 15 years' of working within the largest corporate sales structures in Chicago and managing a start-up Sales Consulting Firm prepared Joseph to become an integral part of JRB's Team. His creative and modern approach to customer management has streamlined multiple businesses' sales strategies resulting in increased revenues and simplified sales cycles. JRB is structured to be small by design allowing Joseph's attention to detail and personal involvement to align with our customer retention strategies.

Joseph uses experience, market research and collective thinking to develop the most efficient business processes while monitoring key performance indicators to adjust strategies as needed. His hunter mentality is reflected in high sales activities which motivates his teams and co-workers to outperform their benchmarks. Joseph is recognized as an expert in sales training, business development and team management helping to strengthen one of JRB's founding principles, continuous improvement.

In 2013 Joseph launched a Sales Consulting Business with the primary goal of providing enterprise level sales support to small businesses in the greater Chicagoland area. He developed a proven and replicable sales process that consistently generated a return on investment; his clients have seen as much as 48% growth in new client contracts and 362% increased profit month over month. Joseph's sensible and realistic way of approaching customers and sales fall in line with JRB's core principle, being pragmatic in the real world.

### Projects

New Business Development	Local Lead Generation	Sales Script Enhancement	Sales Process Conception
Developed and executed a sales process for a growing IT company focused on increasing market penetration. Within 18 months, they had a 48% growth in new client contracts while generating a profitable return on their investment.	Improved client's practice of new lead generation for their Chicago market. Developed a technology focused process that resulted in new contacts quicker and at lower acquisition cost to the business & local Outside Sales Reps.	Rewrote the sales scripts for mid-sized Chicago Sales Office. Surveyed their existing team to find best practices and developed personal scripts & techniques for their team of 17 sales people.	Established the sales process for a start-up online recruiting company. Created a structure, process and script specific to their operating model. On-boarded and trained their internal sales team.

In 2004 Joseph graduated from Augustana College (Rock Island, IL) with a Dean’s List Bachelor of Arts degree in Business, Marketing and Fine Arts; he is a member of the Gamma Alpha Beta fraternity. Joseph received immense professional training through his corporate experience with businesses like CareerBuilder, Groupon and AT&T. Joseph has consulted with top decision makers within every industry throughout the United States, South America and Canada; his experience working closely with a variety of world-wide organizations contributes to his ability to develop complex programs by managing necessary details, not artificially simplifying the processes.

## Professional Experience

Involvement	Knowledge	Skill
Developed and launched a sales consulting business that generates revenue by rebuilding clients’ consumer brand and improving their sales strategy	Participated in a variety of internal and external sales training programs focused on business development, cold calling and establishing ongoing clients’ relations	Grew new partnerships and maintained existing accounts by developing personal relationships through excellent service and face-to-face meetings
Managed a team of highly experienced professionals to create plans that decrease operational cost and increase consumer interest in a variety of industries	Worked directly with business owners to develop marketing campaigns calculated to exceed cost of goods or services while concurrently attracting new customers	Tracked detailed activities including set and completed appointments, business proposals, telephone activity, closed business, monthly forecast and account information to streamline work processes
Provided monthly account reviews and sales forecasting with 95% accuracy on books of business exceeding \$1,000,000	Worked directly with internal CEO, President, Vice Presidents and Managers to develop account strategies	Strategically consulted with business owners that had a negative first impressions to show the value in services provided
Developed sales contests and motivational goals that helped create an exciting team environment that promoted personal growth and offered new business challenges	Trained and consulted on best practices for national lead generation and CRM integration including Sales Force, Microsoft CRM, Insightly, Pivotal, and other homegrown systems	Consulted with client’s C-Levels, Presidents, Vice Presidents and Directors to develop the most efficient business process resulting in a reduced sales cycles, decreased operating expenses and increased customer retention

## Professional Accomplishments

Recognition	Innovation	Philanthropy
Earned the Sales Rep of the quarter in Q3 2007 and Q4 2010 and earned President’s Club in 2006, 2007, 2008 and 2010	Developed the first education lead generation campaign using online and direct mail media	Scheduled, managed and participated in a variety of team building exercises and community service projects
Represented CareerBuilder at the 2008 Top 100 Small Business Conference and the 2009 Sheet Metal Union Conference	Consistently met assigned monthly quota and exceeded yearly quota by 125%	Participated in the new hire training & mentor program and conducted weekly team business development training

Mr. Joseph Bedsole brings executive level knowledge and skills to The JRB Team that will positively impact all areas of the business. Joseph believes that honesty and candor are critical to every business relationship; he delivers superior customer service to every client in every situation. Joseph, along with JRB, gage success on client satisfaction, not on customer billings, resulting in a better consulting model.