

Joseph Bedsole
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THE JRB TEAM President & Team Lead

March 2013 to Present

- Developed and launched a sales consulting business that generates revenue by rebuilding clients' consumer brand and improving their sales strategy resulting in increased new business sales
- Contracted in Sales by the William Travis Group, AT&T, LME Consulting, NCF, Boston Hannah, and Securus Payments
- Managed a team of highly experienced professionals to create plans that decrease operational cost and increase consumer interest in a variety of industries including marketing, social media, retail, finance, information technology, human resources, healthcare, manufacturing, skilled labor, legal, etc.
- Trained and consulted on best practices for national lead generation and CRM integration including Sales Force, Microsoft CRM, Insightly, Pivotal, and other homegrown systems

GROUPON Senior Account Executive

June 2012 to Feb 2013

- Generated new accounts by cold calling 40 to 60 companies per day and running telephone meetings at the first point of contact with decision makers
- Worked directly with small business owners to develop marketing campaigns calculated to exceed cost of goods or services while concurrently attracting new customers
- Strategically consulted with business owners that had a negative impression on Groupon to show the value in services provided
- Developed new sales techniques to connect with clients with a B2C mentality in the face of Groupon B2B client relationships
- Learned how to determine a merchant's cost of goods or services to ensure that any discount program would guarantee a return on investment
- Managed multiple departments within Groupon and all levels of the merchant's business to confirm a successful launch and execution of the advertising campaign
- Mastered Salesforce CRM and Apple's Mountain Lion operating system to design an efficient daily work strategy
- Created mass email marketing campaigns to draw the attention of local merchants and introduce a type of targeted advertising that was out of their comfort zone

CAREERBUILDER Senior Account Executive

Oct 2005 to Jan 2012

- Generated new accounts by cold calling 75 to 125 companies per day and scheduling 20+ telephone meetings per week
- Grew new partnerships and maintained existing accounts by developing personal relationships through excellent service and face-to-face meetings
- Consistently met assigned monthly quota and exceeded yearly quota by 110% 4 times
- Provided monthly account reviews and sales forecasting with 95% accuracy on a book of business exceeding \$850,000
- Worked directly with CareerBuilder's CEO, President, Vice Presidents, and Managers to develop account strategies
- Consulted with client's Presidents, Vice Presidents, and Human Resource Directors to develop the most efficient recruiting process resulting in a reduction of time to hire, decreased recruiting expenses, and increased employee retention
- Advocated new CareerBuilder services and products including: social media, recruiting services and search engine optimization to clients as ground breaking solutions
- Developed the first education lead generation campaign using online and direct mail media
- Participated in the new hire training and mentor program and conducted weekly team business development training
- Earned the Sales Rep of the quarter in Q3 2007 and Q4 2010 and earned President's Club in 2006, 2007, 2008, and 2010
- Created elaborate PowerPoint decks for major proposals and developed detailed graphs to visually communicate research
- Participated in a variety of internal and external sales training programs focused on business development, cold calling, and establishing ongoing client relations
- Represented CareerBuilder at the 2008 Top 100 Small Business Conference and the 2009 Sheet Metal Union Conference
- Scheduled, managed, and participated in a variety of team building exercises and community service projects including Habitat for Humanity, clothing and food drives, and local intercity school clean-up projects
- Developed sales contests and motivational goals that helped create an exciting team environment that promoted personal growth and offered new business challenges
- Tracked detailed activities including set and completed appointments, business proposals, telephone activity, closed business, monthly forecast, and account information in Pivotal CRMS System and MS CRM

AUGUSTANA COLLEGE Bachelor of Arts

November 2004

- Major: Business Concentration: Marketing Minor: Fine Arts Dean's List Gamma Alpha Beta