

Seth M. Frain

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SUMMARY

Creative thinking, dedicated, and highly competent individual with 20+ years of experience in Marketing, Sales, Channel Management, Business Development, Lead Generation, Program Management. Gained an extensive set of skills including sales software platforms, sales processes, operations, enablement, onboarding, hunting, relationship building, and cross-functional collaboration. Open to various roles.

PROFESSIONAL EXPERIENCE

Independent Sales Contractor

6/2023 – Current

- Selling advertising specialty/promotional products as a 100% commission employee.
- Developing Marketing and Sales strategies including target accounts, go to market plans, and executing sales plays.

Carter Intralogistics

Client Acquisition Specialist (Sales Operations)

Frederick, MD (Remote)

2/2021 – 9/2022

- CRM Admin and only line of support for Hubspot Sales, Marketing, and Service portals.
- Worked cross-functionally with Sales, Marketing, Applications Engineers, and Finance to provide operational support while the sales team scaled from 2 to 9 Reps.
- Collaborated with Sales Director to model and implement CRM fields, sales stages, and reporting.
- Created a SKU and Part Number for flexible conveyor product line and created easy quoting module in HubSpot make ordering and shipping more efficient.
- Created a 35-page SOP document detailing instructions and expectations of the sales process from lead stage through order submission which was detrimental for onboarding and ISO 9001 audits.
- Trained new sales reps on CRM, Sales Process, and Organizational resources.
- Created Sales Dashboards to measure Sales Forecast, Customer Meetings, Upcoming Revenue, Number of Prospect Touches, Proposals Presented, Overdue Activities and Quotes.
- Presented Sales Dashboard weekly on Sales and Marketing Meeting as well as Board Meeting.
- Created processes, aids, and reports to improve hygiene of the sales funnel and forecasting.
- Partnered with Marketing to create a demand generation program utilizing email automation.
- Identified provided target prospects, industry topics, and suggested call to action strategies to assist Demand Marketing campaigns.

Lenze

Industry Specialist (Intralogistics/Material Handling)

Uxbridge, MA (Remote)

7/2017-4/2020

- Utilized hunting and cultivating skills to generate awareness, build new relationships, and strengthen existing.
- Worked cross-functionally with Marketing and Sales to create and document outreach program to generate leads for newly assembled sales team.
- Performed research to assist Industry Managers with identifying and qualifying Key OEM accounts and contacts.
- Created, documented, and executed an Account Development process consisting of automated emails, personal emails, and cold calling.
- Partnered with Marketing team to generate email campaigns by providing target accounts and assisting with topics, and content.
- Attended Industry Tradeshows to educate prospects and customers on Lenze product line.
- Used CRM and Business Information Warehouse to provide performance reporting of key sales metrics including sales funnel, activities, design wins, and revenue.

- Created a dynamic sales dashboard with excel for presentation of information.
- Cold called targeted OEMs to generate awareness and create leads.

General Electric

1/2011-4/2017

GE Automations & Controls (Now Emerson)

Account Manager

1/2015

- Called on major accounts consisting of OEMs and end users in assigned territory to sell industrial automation hardware and services.
- Drove revenue, utilizing phone, email, and WebEx to engage with customers efficiently and effectively, driving demand back to distribution partners.
- Attained 111% of \$5.9M quota, exceeding sales goals in 2015.
- Achieved 96% of increased YOY quota of \$7.2M in 2016.
- Managed channel forecasting for distribution partners in assigned territory, enabling manufacturing to meet delivery goals and management to meet group revenue goals.
- Developed opportunities through cold calling and lead follow up.
- Collaborated as member of Sales Council in 2016 – a group of selected Sales and Application Engineers that met on a quarterly basis with CEO and Sales leader to make suggestions and provide feedback on how to improve sales.

GE Intelligent Platforms (Now GE Digital)

Account Development Representative

1/2013

- Managed list of 50+ target accounts and set appoints for Sales Team of newly acquired company (Smart Signal).
- Made Initial contact to target accounts through cold calling and email to introduce them to GE software and set introductory meetings.
- Found appropriate contacts at named accounts, utilizing available tools (Salesforce.com, Siebel, LinkedIn, Data.com, Hoovers, and Internet).
- Researched named accounts to uncover information used to set initial sales appointments.

GE Intelligent Platforms (Now GE Digital)

Inside Sales Representative

1/2011

- Supported Sales Channel and GE Sales Representatives with quoting, product, and pre-sales related questions.
- Utilized tools Siebel and Salesforce for quotes, orders, and case management.
- Supported distributors in Southeast and Puerto Rico Territory, along with assigned distributors and direct accounts Procter & Gamble and TMEIC, developing consultative business relationships.
- Led monthly calls with assigned distributor, Advent Electric, providing up-to-date product news, promotions, training, and discussions on ways to help increase sales.
- Early adopter and power user of Salesforce and Salesforce quoting tool. Provided multiple on-site Salesforce trainings for Inside Sales team in Germany.

Ariett Business Solutions (Microsoft GP ISV Purchased by AvidXchange)

Channel Sales Representative

Pembroke, MA

12/2007-01/2011

- Managed sales cycle from initial contact to closing while maintaining relationships with existing accounts.
- Brought on over 40 new customers in 3-year span, exceeding goal of average of one per month.
- Teamed with Software Consultants to demonstrate software solutions and hosted PowerPoint (GoToMeeting) webinars, delivering key sales messaging.
- Made outbound calls to marketing leads from webinars and trade shows, generating new business.
- Participated in development of business communication documents, including marketing literature, improving collateral materials.
- Analyzed, developed, and streamlined sales processes, generating, and maintaining pipeline reports.
- Participated in the development and execution of marketing campaigns.
- Participated in trade shows and conferences, cultivating relationships with partners, and generating new sales leads.
- Responded to RFPs, and prepared detailed proposals / quotes, identifying customer needs.

- Made product recommendations and worked with development staff on customer functionality requests, aligning products with customer needs.
- Maintained accurate up-to-date activity and sales funnel opportunity reports in Microsoft CRM software.

EDUCATION

Bachelor of Arts (BA), Marketing, Providence College, Providence RI

SKILLS

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| • Account Management | • Salesloft | • Problem Solving |
| • Sales Enablement | • ZoomInfo | • Marketing Program Campaigns |
| • Sales Operations | • SAP/Siebel | • Email Automation |
| • Salesforce | • SAP CRM | • KPI Reporting |
| • HubSpot | • Pipeline & Forecasting | • Microsoft Suite |