

Nancy M. Stratton

1705 Hemlock Way • Chanhassen, Minnesota 55317 • (952) 334-4911 • stratnm@gmail.com

**Sales Administration ... Account Management ... Direct & Indirect Sales Channel Coordination
Corporate Event Planning ... Contract Management (Direct/Indirect & GSA Agreements) ... Client & Vendor Relations
Project Planning/Coordination ... Process Improvements ... Pricing & Accounting ... New Business Development**

Accomplished senior sales administrator and inside sales representative combining experience in new business acquisition, technical sales & project deployment support, client services, contract management and corporate event planning within US and international markets supporting direct, indirect, key account and government sales channels.

Effectively cultivate relationships with key stakeholders within complex, multinational corporations and sales partner ecosystems. Skilled in client and vendor relations, business development, RFP/RFI responses, proposal development, pricing, contract administration, general accounting, pricing, auditing, reporting, incentive/rebate administration and field support. Track record in developing new processes, standards, reports, communication channels and best practices to increase sales, customer satisfaction and operational efficiency, as well as reduce costs, exposure and service issues.

PROFESSIONAL EXPERIENCE:

CALABRIO, INC., Minneapolis, Minnesota

High growth innovator/developer of customer interaction workforce optimization software solutions (SaaS), including workforce management, quality management, call recording, customer experience management analytics and managed services.

Channel Sales Coordinator

2012 to Present

Multifunctional senior sales coordinator supporting new business development for US and international direct and indirect sales channels, managing existing accounts post implementation and administering sales agreements. Deliver high-level sales support to eight US and international sales representatives, as well as sales partner ecosystem, including coordinating RFP/RFI responses, creating quotes, scheduling/coordinating installation, creating professional services SOWs and overseeing contract compliance, invoicing, accounting and collections. Member of new business pursuit teams as post implementation client services representative aiding in closing new multimillion dollar solutions with sales cycles varying from three to 24 months. Manage day-to-day support of existing accounts, including resolving SLA issues and presenting and negotiating professional services/technical support renewal quotes, adding licenses and distributing license keys. Administer direct sales agreements between Calabrio and end user, as well as master and partner sales agreements.

Summary of Accomplishments:

- Key member of sales team driving market share, revenue growth and partner ecosystem development (team revenue grew from \$5 million in 2012 to \$12 million in 2013 with project portfolio pipeline doubling since 2012).
- Implemented new processes, controls and best practices to support new and existing client management delivering improved services to customers and significantly increasing renewal rates and add-on sales post implementation.
 - Personally closed more than \$1.4 million in professional services revenue in 2013.
- Execute partner incentive programs, including program implementation, administration, communications, accounting and allocation; plan and coordinate sales partner incentive trips and meetings.
 - Reengineered partner incentive program administration in Salesforce eliminating a manual process, yielding 75% reduction in processing lead time while improving accuracy to 100%.
- Lead daily account management for largest account (FedEx with HP as sales partner); deliver value-added service and support to key account; support presentation, negotiation and close of new professional services solution contracts.
- Orchestrated a large-scale entitlement/licensing audit uncovering inaccuracies and missed revenue. Created and implemented new system and processes to improve license tracking and input achieving 100% accuracy in licensing.
- Reduced 120 days past due accounts by 35%+ since 2012 through leveraging trust and positive business relationships.
- Developed and implemented refined processes for RFP analysis/qualification and response management to prioritize RFPs, target winnable opportunities, maximize resources and improve close ratio.

THE TORO COMPANY, Bloomington, Minnesota (1990-2010)

Publically held, leading global manufacturer of turf and landscape maintenance equipment and solutions for industrial, commercial and residential customers (direct and authorized dealer ecosystem).

Sales Administrator, Corporate Accounts

2004 to 2010

Key member of corporate sales organization with three-fold responsibilities: managed daily maintenance of top corporate accounts; administered contracts/rebates with corporate accounts and dealers; and, corporate event planning (sponsorships, public relations, VIP trips). Delivered high-level sales support to five sales reps: prepared quotes, tracked sales orders, created invoices and oversaw fulfillment. Prepared multimillion dollar corporate account contracts. Produced and analyzed sales reports exceeding \$90 million annually. Monitored Toro's contract compliance with large accounts, including planning, budgeting and forecasting for customer/partner trainings, meetings and event sponsorships.

Summary of Accomplishments:

- Managed, planned and coordinated all aspects of Toro's major national events (i.e., The Ryder Cup, US Open, Masters, Indy 500, Brickyard 400) from concept to completion, including all logistical aspects, vendor negotiations and budgeting (housing/lodging, catering, travel, exhibit design/setup, transportation, security, guest registration, audio/visual, entertainment and communications for key executives and VIPs).
 - Oversaw Toro signage and promotions during events to ensure return on sponsorship and marketing investments.
- Developed and calculated high-dollar, complex rebates for key global accounts (quarterly & annual payouts); streamlined rebate management program via reconciling reports within Customer Promotion System.
 - Identified new opportunities to leverage promotional rebates and presented to senior leaders.
 - Calculated annual corporate account cash rebates exceeding \$5 million.
- Managed daily support, contracts, incentives/rebates and maintenance of more than 85 key accounts, including Walt Disney World, Indianapolis Motor Speedway, Marriott Golf, Troon Golf and Notre Dame University.
- Developed and implemented new processes, project management practices and reports to improve event planning, contract compliance, sales analysis, database management and customer satisfaction.
- Key member of IT-business committees for sourcing, testing, deployment and training of new Customer Relationship Management solution, as well as online product pricing system.

GSA/Corporate Account Representative, Order Services

2003 to 2004

Recruited by Toro President to lead transition of a key, \$5 million GSA contract from a distributor to in-house in a crisis management/turnaround situation. Led comprehensive analysis of contract and defined, developed and implemented new quoting & pricing processes, standards, reports and communication channels to repair relationship and save account. Directly managed government account: pricing, inquiries, quoting, billing and reporting. Partnered with IT to create online ordering system; partnered with billing teams to create standardized billing processes to ensure accuracy.

Summary of Accomplishments:

- Instrumental in saving GSA account via creating refined, sustainable processes supporting year over year account growth with expansion into multiple government branches.
- Prepared documentation and reports for regular government audits (maintained 100% accuracy for audits).
- Reduced reporting errors by more than 40% through implementing a successful contract launch process.
- Rapidly improved customer satisfaction through implementing new communication channels with sales, manufacturing, marketing and channel partners delivering rapid resolution of customer issues.

Customer Service Representative, Commercial Sales

1995 to 2003

Administered corporate account contracts focused on program compliance. Coordinated new account acquisition contracts, as well as rebates adhering to contract parameters. Monitored market support program budget of \$40 million.

- Instrumental in increasing sales volume and profit delivery through driving process improvements in product order management, availability and order status communications with customers.
- Improved customer service performance through training channel partners in contract disciplines.

Sales Administrative Coordinator, Commercial Sales

1993 to 1995

Promoted to serve as internal contact for corporate accounts, new golf course management customers, channel partners and field sales force. Received and resolved inquiries and customer relations issues; communicated product sales and marketing program information to indirect sales channel.

- Planned and coordinated logistics of customer events focused on strengthening Toro brand.
- Maintained new golf course and corporate account market share databases.
- Reorganized and reengineered Turf Professionals Forum initiative, including expanding communications and refining invitation process and event content to maximize Toro's return on investment.

Engineering Services Coordinator, Commercial Engineering

1990 to 1993

Coordinated budget and project spending for engineering department, including monitoring cost controls and accounts payable reports and supporting budget adherence for new projects. Oversaw purchase requisition and invoice system of \$10 million. Assisted in planning of business conventions consisting of 360 employees and channel partner personnel.

EDUCATION: CONCORDIA UNIVERSITY, St. Paul, Minnesota
Bachelor of Arts, Marketing Management (Graduated with Honors)

TECHNICAL: Microsoft Office Suite (PowerPoint, Word, Excel, Outlook, Access), Salesforce and SAP.