

Keith Goodrich

11566 Wadsworth Blvd #202 Broomfield, CO 80020 | +1 970-682-0021 | kvg123@icloud.com

Professional Summary

Dynamic sales professional with 15+ years of experience specializing in technical sales, construction, and account management. Demonstrated success in delivering tailored quotes, bid proposals, and driving business growth through strong contractor relationships and consultative selling.

Work Experience

Senior Account Manager

OmniCable | Aurora, CO

November 2021 to Present

- Managed sales of electrical wire and cable to Electrical Distributors, focusing on construction projects and contractor relationships.
- Provided technical assistance and detailed analysis of Division 16 specifications, collaborating with electrical engineers and OEMs to deliver tailored solutions.
- Delivered accurate quotes, estimates, and proposals for construction projects, ensuring client needs were met from inquiry to installation.
- Handled all aspects of account management, including problem resolution for freight, product, and invoicing issues for over 40 accounts.
- Grew account sales significantly in the first year and promoted to trainer, supporting team development and best practices.

Building Consultant

Sunward Steel Buildings

June 2018 to October 2021

- Qualified inbound leads and converted them to sales using a consultative approach tailored to construction clients.
- Averaged multiple building sales per month by providing timely quotes and detailed proposals.
- Collaborated with dealers to close sales, manage projects, and ensure a positive customer experience from inquiry through completion.
- Promoted to trainer, supporting onboarding and development of new sales team members.

Regional Sales Manager

Anixter

June 2007 to February 2018

- Sold electrical and electronic products, datacomm, and security equipment to contractors, engineering firms, OEMs, and Utility Scale Solar EPCs.
- Performed cold and warm calls to expand customer base and drive sales growth in construction and industrial sectors.
- Developed supply chain solutions for electrical contractors, focusing on long-term client relationships and project management.
- Provided technical expertise and managed multimillion-dollar projects, ensuring client satisfaction and repeat business.

Outside Equipment Sales

Northwest Equipment

June 2006 to June 2007

- Sold Landoll Trailers, Jerr-Dan towing equipment, and commercial trucks to contractors and equipment rental companies.
- Conducted cold calls and outbound sales efforts to identify new business opportunities and provide timely quotes to prospective clients.

Inside Sales

C.H. Robinson | Denver, CO

May 2004 to May 2006

- Consistently exceeded monthly sales targets by effective cold calling and providing accurate quotes to land new business.
- Developed and maintained strong relationships with key accounts, resulting in increased repeat business and customer retention.
- Negotiated pricing agreements and contracts, ensuring profitability and high customer satisfaction throughout the sales cycle.
- Provided exceptional customer service and follow-up to ensure a positive experience from inquiry to delivery.

Associate Manager

Applebee's | Denver, CO

September 2001 to April 2004

- Hired, trained, and scheduled FOH and BOH staff, ensuring high standards of customer service and operational efficiency.
- Managed sales and labor forecasting, budgeting, and P&L statements to support business objectives.
- Conducted weekly inventory, invoicing, and ordering of supplies, and served as benefits consultant for all employees.

Assistant General Manager

Champion Brewing Company | Denver, CO

October 1997 to July 2001

- Promoted from bartender to Assistant Manager, responsible for hiring, training, and managing a staff of over 50 employees.
- Managed bar operations, maintained liquor cost controls, and conducted weekly inventory for efficient business operations.

Education

Business Management (Bachelor of Arts)

Bowling Green State University

June 1989 to December 1994

Bachelor's degree

Upper secondary education

Skills

Construction sales | Business development | Account management | Customer relationship management | Project coordination | Estimating for commercial construction | Sales negotiation

Relationship building Technical sales Sales presentations Customer service Proposal writing
Sales lead qualification Cold calling Managing customer accounts

Awards

President's Club Award Winner

December 2016

Highest Power Equipment/non-wire sales revenue for outside sales in U.S.

President's Club Award Winner

December 2007

Highest developmental gross profit for inside sales U.S.

Certifications and Licenses

Driver's License