

# DAN PAGANO

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## PROFILE

I am a highly ethical, proven sales professional with a strong working knowledge of sales strategies and solutions for the SMB market. I am self-directed, highly motivated and able to balance a team approach with personal sales goals and initiatives.

## SKILLS & EXPERIENCE

- I possess excellent communication and interpersonal skills.
- I have demonstrated experience developing new accounts and managing the full sales cycle from initial cold call to close.
- I have managed all aspects of the sales cycle in an assigned, geographic territory.
- I have an extensive cold calling background as well as excellent time management and organizational skills.
- I am able to influence and persuade key influencers and exec-level decision makers.
- I have 5+ years specific experience selling B2B software solutions built on a foundation of overall sales, skill set development.
- I have direct experience selling SaaS (Software-as-a-service).
- I have effectively conducted web-based presentations and software demonstrations to perspective clients.
- I have worked proactively with VARs to promote joint sales activity.
- I am proficient in the Microsoft Office Suite and competent in multiple CRM programs like Salesforce.com, Siebel and ACT.

## BACKGROUND

### **Inside Sales Representative, ABC-CLIO, Broomfield, CO 6/2010 - Present**

- I sell academic, database subscriptions, print books and eBooks to schools, school districts, colleges, universities and public libraries in a geographic territory.
- In addition to my own independent territory sales, I also work in conjunction with an outside sales partner in closing business in a specific state deploying team strategy.
- I provide web-based demos of social studies databases to school curriculum directors, social studies dept. chairs, academic coordinators, teachers, public library directors and staff.

### **Sales Representative, PlanSource, Louisville, CO 5/2009 -12/2009**

- I provided inside sales of comprehensive, employee benefits administration software solutions to insurance benefit brokers.
- I demonstrated a web-based, proprietary, technology software and marketing platform to small and medium-sized businesses.
- I converted insurance broker leads to sales through cold calling, email requests, phone inquiries and company sales database utilization.

- I qualified clients and prospects through a needs assessment process and exceeded outbound call objectives.
- I updated and maintained prospect information in the Salesforce.com database.
- I employed company processes and procedures through the entire sales cycle to close new business and achieve personal and company sales objectives.

**Inside Sales Representative, SilverPlume Information Solutions/Vertafore, Boulder, CO 1/2008 - 1/2009**

- I sold Vertafore products & services to insurance agents within a designated, geographic territory.
- I employed a web-based presentation to demonstration and interact with agency owners, principles, senior managers and other decision makers to provide a software, marketing solution called “ClientConnect”. The solution allowed them to achieve *their* sales projections and grow their insurance book of business.
- By way of the demo, I presented the product, answered questions, articulated product features and communicated an appropriate solution and value proposition.
- I captured and logged all client and prospect information in the “Siebel” contact management system.

**Account Executive, Condit Exhibits, Denver, CO - 2007**

- I sold and rented both custom designed/fabricated trade show exhibits as well as light weight, modular/portable displays.
- I marketed trade show exhibiting solutions to company owners, CEO’s and marketing directors of businesses and industries of all verticals and sizes.
- I oversaw the entire developmental process that included concept design, exhibit signage/graphics as well as coordination of exhibit shipment/delivery to and from various expo venues.
- I coordinated and arranged set-up/dismantling union labor for the exhibits and displays as required at various expo venues around the country.

**Sales Representative, Kiosk Information Systems, Louisville, CO 11/2003 - 3/2007**

- I sold electronic, self-service, interactive kiosks devices to multiple industries and markets.
- I utilized and articulated state-of-the-art design and manufacturing capabilities to provide kiosk solutions to prospects from every conceivable industry and vertical.
- I presented to and worked with a variety of businesses and executives in a consultative manner to sell kiosk hardware, software and strategic deployment services.
- I was peripherally involved with new product development including engineering, design, graphics, and creative techniques and processes.
- I worked with customers, prospects and our own, in-house engineering dept. to integrate electronic peripherals into a cohesive, self-service solution and value proposition.
- I communicated product knowledge to prospects and sold both “standard” kiosk enclosure offerings as well as “customized” kiosk configurations.
- I worked successfully in a team environment with coworkers, clients and outside vendor groups to ensure complete project success.
- I utilized my skills at assessing, analyzing, identifying and implementing self-service kiosk solutions to achieve customer objectives and satisfaction.

**Account Representative, Metrocall, Denver, CO 3/2001 - 11/2003**

- I sold advanced messaging, wireless software solutions and wireless data services to the SMB market.
- My accomplishments included growing existing accounts and establishing new business with enhanced products and services.
- I sold PCS/cellular services as an authorized dealer for AT&T and Nextel.
- I achieved and maintained 105% of sales quota after the first year with Metrocall.

**Senior Sales Representative, Verizon Wireless/Messaging Services, Denver, CO & Business Account Executive, Verizon Wireless/Cellular, Greenwood Village, CO. 11/1994 - 3/2001**

**Wireless/Cellular:**

- I provided cellular phone sales and activations in the SMB market.
- I developed and managed business relationships as well as consulted and advised customers and prospects on appropriate calling plans and value added features.
- I conducted and provided training of new products and services to new and existing accounts.
- I maintained up to date knowledge of current and future wireless products, services and enhancements to convey information to existing customers and prospects.
- I promoted additional customer business and relationship building by attending industry trade shows, conducting “phone fairs/accessory programs” to ensure thorough customer service and satisfaction.

**Wireless/Messaging Services:**

- I sold and leased wireless messaging devices and service to medium to large companies and corporations throughout the country.
- I established price points, negotiated contracts, provided customer service, trained and demonstrated new products and enhancements to major account customers.

**ACKNOWLEDGEMENTS/AWARDS**

Sales person of the month: AirTouch Wireless, aka: Verizon (multiple occasions)  
Salesperson of the Year: AirTouch Wireless, aka: Verizon (twice)  
President’s Club: AirTouch Wireless, aka: Verizon (three occasions)  
Sales “Legend”: AirTouch Wireless, aka: Verizon (once)  
Team Excellence Award: AirTouch Wireless, aka: Verizon 1997 “Major Account Program” (MAP)

**EDUCATION**

Arizona State University, Tempe, Arizona  
Major: Advertising Design/Communication Arts

**Specialized Training**

Sales Training Courses: “The Executive Technique I, II and III (Giltspur Exhibits)  
“Professional Selling Skills” Brian Tracy International

**MILITARY SERVICE**

U.S. Navy, Honorable Discharge  
Communications Yeoman, Third Class Petty Officer

