

Randy Reno

Results driven Sales Leader with proven success in surpassing sales objectives by developing relationships with customers and providing strategic solutions in order to grow and develop assigned territories.

Northglenn, CO

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A needs-based seller with a proven history of implementing strategic sales and marketing plans to generate new business and develop current accounts to drive sales and revenue. An experienced account manager with extensive experience developing current partnerships, answering questions, and identifying new business opportunities to deepen the client relationships. Demonstrates a can-do attitude with the ability to develop innovative solutions to complex problems. Outstanding communicator with a proven history of developing and delivering engaging and impactful sales presentations, learning events, and product demonstrations.

Authorized to work in the US for any employer

Work Experience

Account Manager

Floworks - Denver, CO

2018 to Present

Oversee multiple national industrial accounts for Sunbelt Supply, previously known as Southwest Stainless. Cultivate relationships with clients by providing products and services based on needs analysis. Help develop additional business by conducting site visits, corporate visits, lunch and learns, site presentations, and training. Serve as the main contact for all current clients to ensure the retention of all relationships. Manage a remote project-based team, evaluating performance after completion to ensure team effectiveness.

Key Accomplishments:

- Leveraged a previous relationship to negotiate and secure a contract renewal, resulting in \$40M in revenue per year.
- Reduced time-to-pay down to an average of 15 days by working the Accounting Department to resolve invoicing issues, negotiate payment terms, and facilitate payments with clients.
- Identified and resolved contract issues with both Canada and California, negotiating charges down from a total of \$4.4M to only \$10K.

Outside Sales Representative

Winwater of Colorado Springs - Colorado Springs, CO

2016 to 2018

Hired into the firm to help build and grow the Denver market through developing relationships, prospecting, cold-calling and bidding on projects with waterworks clients. Conducted sales presentations, product demonstrations, and developed quotes in order to generate sales.

Key Accomplishments:

- Collaborated with the branch manager to source and secure a new office location, including working with landowners and realtors, and negotiating leases.

- Partnered with Kiewit to build pricing packages for the Central 70 Project pitch, which aided in successfully winning the project and generating over \$2M in revenue.

National Account Manager

Floworks - Denver, CO

2012 to 2016

Recruited into the organization to lead national industrial sales for the Southwest Stainless division, including leading new business development and account management and growth through expert presentations, negotiations, and relationship building. Developed a trusted advisor relationship with key accounts, serving as a primary point of contact, helping through email, phone, and in-person meetings to build and retain long term relationships. Managed a team of sales representatives, coaching and mentoring each team member to ensure achievement of the teams' \$8M annual goal sales goal.

Key Accomplishments:

- Co-lead a complex negotiation with a large potential client, creatively devising an impromptu meeting between the client and company leadership to secure the \$45M project.
- Facilitated an international \$3M project, coordinating all logistics of the product preparation, customs, and shipping to Nicaragua to ensure the items were delivered on time and without any supply or processing issues.
- Strategically developed a sales plan under a tight deadline to supply materials for 47 wells in Midland, TX in order to prevent the town from running out of water.

National Account Manager

HD Supply - Denver, CO

2003 to 2012

Promoted through multiple positions and divisions to leading and directing a multi-level sales team in the industrial sales division. Managed two plants in Colorado and California, developing and implementing strategic sales plans to generate new business and grow current accounts in order to achieve revenue goals. Cultivated relationships with new and existing clients, delivering sales presentations and negotiating contracts to ensure client satisfaction.

Key Accomplishment:

- Designed and implemented a comprehensive sales strategy, including developing a competitive pricing structure to achieve an 85% conversion rate.
- Handpicked each sales representative to build a top-performing, revenue-generating Colorado plant group.
- Negotiated with internal partners on territory sales profits, successfully overcoming objections in order to build positive relations with all parties.

TRAINING & QUALIFICATIONS

Training Courses: Leadership Training, Customer Service, Business Finance, Sales Time Management, Zig Ziglar Selling Technique

Education

High school or equivalent in Mechanical Drawing

Casa Grande High School - Petaluma, CA

September 1977 to June 1980

Skills

- Account Management
- Data Entry
- Sales
- Salesforce
- Cold Calling
- MS Office
- New Business Development
- Complex Sales
- Customer Service
- Customer Relationship Management
- Product Demos
- Forecasting
- pros
- Negotiation
- Closing
- Computer Skills
- Powerpoint