

# LOUIS CAMPBELL

Pomona, NY 10970

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## Professional Summary

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Experienced Inside/Outside Sales Specialist, hunter, with a strong track record in driving revenue growth and building lasting customer relationships. Expertise includes high volume calling, developing and executing strategic sales plans, conducting market research, and delivering technical product presentations. Consistently exceeds sales targets by identifying customer needs, offering tailored solutions, and managing a robust sales pipeline.

Skilled in cross-functional collaboration, contract negotiation, and staying current with evolving industry technologies. Successfully increasing customer retention through consultative selling and effective problem-solving. Recently relocated from Manchester CT to Pomona NY.

Authorized to work in the US for any employer

## Work Experience

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### **Business Development Specialist**

PerkinElmer-Remote, CT

May 2024 to May 2025

- Developing and executing Inside and Outside sales plans to drive significant revenue growth in food ingredient testing capital laboratory equipment.
- High volume calling and prospecting, averaging 60 cold calls a day across multiple industries.
- Built 900K pipeline from scratch in a newly assigned market in under 6 months
- Opened 5 dormant accounts within 90 days including 2 competitor controlled accounts
- Numerous shout outs for outstanding sales and customer service.
- Building strong and lasting customer relationships by utilizing active listening techniques ,discovering their needs and offering tailored solutions.
- Conducting thorough research on market trends and competitors to identify key opportunities for increased sales.
- Presenting detailed technical product information and demonstrating the value of Perkin Elmer's food testing instruments.
- Proactively identifying customer pain points and providing effective, long-term solutions to meet their compliance needs.
- Managing an extensive sales pipeline by prospecting new clients while nurturing relationships with existing customers.
- Facilitating communication between customers and legal teams to ensure smooth contract negotiations and execution.
- Achieving ambitious sales targets through consistent goal setting, strategic planning, and tactical execution in the territory.
- Occasional overnight traveling throughout the 3 state region to provide on-site support and personalized consultations to human and pet food processors.
- Collaborating with cross-functional teams to streamline sales processes and enhance the overall customer experience.
- Continuously learning and applying new technologies and methods to stay ahead in the evolving food testing industry.

- Offering quick, insightful, and thoughtful responses to customer inquiries, showcasing deep sales expertise in lab instrumentation.
- Surpassed 1.5 million annual sales quota.

### **Inside/Outside Sales Representative**

J. J. Keller & Associates

September 2021 to March 2024

- Managed and grew existing B2B customer base by thirty eight percent while procuring new Safety Product customers within the designated account base, exceeding all quarterly sales quotas. Ranked #2 among 18 person sales team.
- Achieved 25% cold to qualified conversion rate exceeding team benchmark by 40%.
- Penetrated two new territories adding 600K in annual revenue.
- High volume calling and prospecting averaging 100 calls a day as well as 20 personalized LinkedIn outreach messages per week.
- Closed 3 major accounts with no prior relationship in under 90 days.
- Several shout outs and Team wins for quarterly inter company sales competitions.
- Collaborated with new and existing customers to uncover safety and compliance challenges at their workplace.
- Efficiently managed and overcame objections by presenting ideas and solutions using a consultative selling approach.
- Sold services by educating prospects and identifying leads through specific presentations to create loyal customers.
- Conducted research efforts to identify new marketing strategies, business opportunities, and competitor performance.
- Improved customer satisfaction through expert resolution of conflict, issues, and concerns to increase rapport and sales.
- Consistently partnered with customers to find solutions to remain compliant while also keeping team members safe.
- Qualified customers for services, presented solutions, and researched new ways to enhance business partnerships.

### **Territory Account Manager**

MCD Insurance Services-Remote

July 2011 to July 2021

- Managed 3 state B2B and B2C territory while continuously surpassing quotas and earned recognition for outstanding sales and customer service skills.
- Generated 120+ qualified leads per quarter through cold calling, networking and social selling.
- Earned 1.5 million in annual premiums each year through the implementation of strategic sales and service directives.
- Successfully recognized by the company as a Conference of Champions recipient in 2007 as well as in 2009 - 2018.
- Initiated in/outbound calls to market financial services such as mortgage protection life insurance and annuities.
- Engaged with clients by providing a high level of service and carefully explaining coverage options based on need.
- Provided advice to clients, recommended products, and expanded client base by 37% while cultivating new relationships.
- Conducted needs analysis for every client to ensure that the correct products were recommended to meet requirements.

## Education

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### **Business Administration (Bachelor of Science)**

University of Arkansas-Fayetteville, AR

July 1982 to December 1986

## Skills

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- Salesforce
- Market Trend Analysis & Business Opportunity Identification
- Customer Needs Assessment & Solution Development
- CRM software
- Inside sales
- Customer Relationship Management & Consultative Selling
- Contract Negotiation & Cross-functional Collaboration
- Account management
- Organizational skills
- Market Research & Competitor Analysis
- Customer Retention Strategies & Conflict Resolution
- Sales Pipeline Management & Lead Prospecting
- Technical Product Presentations & Product Knowledge
- Time management
- Microsoft Word
- Negotiation
- Analysis skills
- Customer service
- Goal Setting & Tactical Execution
- B2B sales
- Strategic Sales Planning & Revenue Growth
- Outside sales
- Microsoft Excel
- Business development
- Microsoft Office
- Communication skills

## Certifications and Licenses

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**Insurance Producer License**

**Property & Casualty License**

**Life & Health Insurance License**