

# Anona Darby

Sales Coach

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## EDUCATION

### Bachelor of Business Administration in Sales and Marketing at University of Alaska Anchorage, AK

Sep 2014 - May 2018

Relevant Coursework: Sales Principles and Techniques, Marketing Strategies, Consumer Behavior, Market Research and Analysis, Digital Marketing, Advertising and Promotion, Brand Management, and Sales Channel Management.

## LINKS

[linkedin.com/in/anonadarby](https://www.linkedin.com/in/anonadarby)

## SKILLS

CRM Mastery

Pipeline Management

Objection Handling

Active Listening

Solution Selling

Rapport Building

Negotiation Techniques

## LANGUAGES

English

German

## HOBBIES

## PROFILE

Results-driven Sales Coach with 5 years of experience in maximizing sales team performance by providing comprehensive training, personalized coaching, and implementing innovative sales strategies. Adept at identifying team strengths and areas for improvement, fostering a collaborative environment, and driving sustainable revenue growth. Proficient in tracking key performance indicators and consistently achieving sales targets. Skilled in building strong relationships with clients and partners, and committed to fostering a culture of continuous improvement.

## EMPLOYMENT HISTORY

### ● Sales Coaching Manager at Sandler Training Alaska, AK

Mar 2023 - Present

- Increased overall sales revenue by 35% in one year, resulting in an additional \$1.2 million in revenue for Sandler Training Alaska.
- Successfully coached and mentored a sales team of 15 representatives, leading to a 25% increase in individual sales performance and contributing to the overall growth of the company.
- Implemented new sales coaching strategies and techniques, resulting in a 20% increase in client retention and long-term contracts worth over \$500,000 in annual revenue.
- Developed and organized quarterly sales training workshops for over 100 sales professionals across the state, leading to a 15% increase in attendance and a 10% increase in overall sales performance for participants.

### ● Sales Coach at Alaska Sales Coach, AK

Aug 2018 - Jan 2023

- Increased overall sales revenue by 35% within the first year of coaching, resulting in an additional \$1.2 million in profits for Alaska Sales Coach.
- Implemented a new sales training program that reduced onboarding time for new hires by 50%, leading to a faster integration of sales representatives into the team and increasing their productivity by 20%.
- Successfully coached and mentored three sales representatives who became top performers within the company, each exceeding their annual sales targets by over 25% and contributing to a combined total of \$750,000 in additional revenue.

## CERTIFICATES

### Certified Professional Sales Coach (CPSC)

May 2022

### Certified Inside Sales Professional (CISP)

Jul 2020

## MEMBERSHIPS

Sales Management Association (SMA)