

Lanelle Follman

Sales Development Manager

Profile

Sales Development Manager with 2 years of experience in driving revenue growth, building high-performing sales teams, and cultivating strong client relationships. Proficient in strategic planning, market research, and utilizing CRM tools to optimize sales processes. Proven track record of exceeding sales targets and fostering a culture of continuous improvement.

Employment History

Sales Development Manager at Salesforce, NJ

Apr 2023 - Present

- Successfully exceeded annual sales targets by 15%, generating over \$3 million in revenue for Salesforce, NJ through strategic sales initiatives and effective team management.
- Implemented a new sales training program that improved the sales team's productivity by 25% and increased overall customer satisfaction by 20%.
- Streamlined the sales pipeline process, resulting in a 30% reduction in average sales cycle time and a 10% increase in lead conversion rates.

Associate Sales Development Manager at Oracle, NJ

Jul 2021 - Mar 2023

- Achieved 120% of annual sales target by closing deals worth \$3 million in new business, contributing significantly to Oracle's growth in the NJ region.
- Successfully onboarded and trained a team of 5 sales development representatives, resulting in a 30% increase in lead generation and appointment setting for our sales team within six months.
- Implemented a new CRM system that streamlined the sales process, reducing the sales cycle by 15% and increasing overall team productivity by 25%.

Education

Bachelor of Business Administration in Sales and Marketing at Rutgers University, New Brunswick, NJ

Aug 2017 - May 2021

Relevant Coursework: Marketing Strategy, Sales Management, Consumer Behavior, Digital Marketing, Market Research, Advertising and Promotion, Brand Management, and Business Analytics.

Certificates

Certified Sales Leadership Professional (CSLP)

Oct 2021

Certified Inside Sales Professional (CISP)

Jul 2020

Details

lanelle.follman@gmail.com

(360) 651-9273

123 Main Street, Newark, NJ 07102

Links

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

Skills

Salesforce proficiency

LinkedIn Navigator

Cold-calling expertise

Email automation (e.g., Mailchimp)

CRM management (e.g., HubSpot)

Social selling mastery

Presentation software (e.g., PowerPoint)

Languages

English

Bengali

Hobbies

Photography

Gardening

Playing a musical instrument