

DAVID ANDRIANI

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SALES LEADERSHIP | TEAM DEVELOPMENT | REVENUE GROWTH

Sales leader and top-producing sales professional with **25+ years of experience** across B2B, B2C, outside sales, direct sales, financial services, automotive, ecommerce, telecommunications, and national retail accounts. Proven ability to adapt rapidly to new industries, develop effective sales processes, negotiate complex transactions, mentor and train sales representatives, and consistently produce measurable revenue results.

Career accomplishments include **\$10M+ in annual corporate sales, \$100M+ in financial transaction volume, \$3M in annual Amazon sales, top-10% sales performance, a 63.5% showroom closing rate, and multiple above-target months in residential direct sales**. Experienced in sales coaching, script development, objection handling, account management, prospecting, negotiation, pipeline development, customer acquisition, and full-cycle sales execution.

CORE COMPETENCIES

Sales Leadership & Team Development | Sales Coaching & Mentoring | Sales Process Development | B2B & B2C Sales | Outside & Direct Sales | Consultative Selling | Prospecting & Lead Generation | Pipeline Management

Account Management | Customer Acquisition & Retention | Objection Handling & Closing | Contract & Price Negotiation | Sales Training & Onboarding | National & Regional Accounts | Ecommerce & Marketplace Sales | CRM & Sales Follow-Up Strategy

PROFESSIONAL EXPERIENCE

Residential Connectivity Specialist

Spectrum | Bowling Green, KY | Dec. 2025 - Present

- Sell residential **Internet, Mobile, TV, streaming, and connectivity solutions** through assigned-territory direct sales and door-to-door prospecting.
- Increased production from **5 connected sales during the first month in the field to 18 the following month**, exceeding company expectations by more than 12 sales during the initial ramp period.
- Delivered **18 connected sales again the following month**, finishing approximately 3 sales above target.
- Achieved an **8%+ close rate across multiple months** in a high-rejection residential door-to-door sales environment.
- Selected by management as a **peer mentor within four months of entering the field**, with the assigned representative increasing monthly sales by approximately 8 to 9 connections during the mentoring period.
- Train and coach newly hired representatives through field shadowing, live prospecting, needs discovery, objection handling, product positioning, and closing techniques.
- Manage the full customer acquisition cycle from initial prospecting and needs assessment through solution presentation, follow-up, order entry, installation coordination, and post-sale support.
- Develop individualized sales approaches based on customer needs, competitor positioning, service reliability, pricing, mobile opportunities, and household connectivity requirements.

Product Specialist

Greenwood Ford Lincoln | Bowling Green, KY | May 2025 - Nov. 2025

- Consulted customers on vehicle selection, product features, ownership requirements, financing considerations, and purchase decisions.
- Managed customer interactions through product presentation, test drive, negotiation, follow-up, and vehicle delivery.

Product Specialist

Leachman Buick GMC Cadillac | Bowling Green, KY | Feb. 2024 - Apr. 2025

- Achieved a **63.5% showroom closing rate**, converting nearly two-thirds of customers who entered the dealership into completed vehicle sales.
- Earned **GM customer-satisfaction survey scores in the 90th percentile**.
- Ranked **#1 in the dealership for OnStar registrations and customer activation performance**.
- Became the **most highly reviewed salesperson at the dealership on DealerRater**.
- Managed the complete retail sales process including needs discovery, vehicle presentation, test drives, negotiation, financing handoff, delivery, technology onboarding, and customer follow-up.

Co-Founder / Ecommerce & Marketplace Lead

MALLC | Upper Saddle River, NJ | Aug. 2009 - Dec. 2024

- Directed Amazon Marketplace operations and grew annual **gross Amazon sales to approximately \$3 million**.
- Managed ecommerce sales strategy, marketplace account management, pricing, merchandising, product listings, inventory coordination, and customer-facing marketplace operations.
- Managed Amazon and Walmart Marketplace channels as part of the company's transition from traditional wholesale and national retail sales to ecommerce.
- Applied extensive product-development and national-account experience to expand online revenue and maintain long-term marketplace performance.

Sales Representative

North American Bancard | Northern New Jersey | Aug. 2012 - 2023

- Built and managed a portfolio of **25 merchant accounts**, producing recurring revenue through long-term small-business relationships.
- Prospected and closed business owners on merchant services and payment-processing solutions through consultative, needs-based selling.
- Managed the complete sales cycle from prospecting and needs discovery through proposal, negotiation, closing, implementation, and ongoing account management.
- Maintained merchant relationships to support customer retention and identify additional service opportunities.

PROFESSIONAL EXPERIENCE - CONTINUED

Client Relationship Manager

Claims Recovery Group | Creskill, NJ | Sept. 2009 - July 2012

- Helped build the client-facing sales operation of a startup specializing in **bankruptcy claims acquisition**.
- Co-developed the company's original **sales script, prospecting framework, objection-handling strategy, and end-to-end sales process**.
- Directly negotiated purchase prices for bankruptcy claims with corporate creditors while working within management-approved valuation parameters and deal strategy.
- Built relationships with creditors and negotiated discounted claim acquisitions, balancing seller expectations against the firm's risk and return requirements.
- Became the primary internal **sales-process trainer for new hires**, teaching prospecting, messaging, objection handling, negotiation, and deal development.
- Collaborated with management and the firm's research and analytics team to advance claims through analysis, approval, negotiation, and acquisition.

Sales Representative

Educational Direct | Englewood Cliffs, NJ | May 2007 - Apr. 2008

- Closed more than **\$100 million in federal student-loan consolidation volume** during approximately one year in the role.
- Averaged **16 completed accounts per day** across nearly a full year of high-volume inside sales.
- Ranked among the **top 10% of sales representatives** based on production.
- Managed a rapid sales cycle involving needs assessment, financial-product explanation, objection handling, documentation, and closing.

Vice President, Sales

MALLC | Upper Saddle River, NJ | Dec. 2002 - Aug. 2009

- Generated more than **\$10 million annually in corporate sales** through national and regional retail accounts.
- Managed B2B relationships with major retailers including **Target, Toys R Us, Urban Outfitters, Fred Meyer, Menards, Circuit City, P.C. Richard & Son**, and other regional accounts.
- Led national buyer presentations, pricing strategy, product positioning, negotiation, account development, and final deal execution.
- Developed and commercialized the successful **Hamburger Phone for Urban Outfitters**, growing the product from an initial half-container order to recurring multi-container purchases and a successful multiyear product line.
- Developed and sold licensed consumer products under brands including **Strawberry Shortcake, Tweety Bird, and American Idol**.
- Coordinated with independent field sales representatives nationwide while retaining responsibility for major-account negotiations, pricing, and final deal structure.
- Worked with overseas manufacturers to develop custom consumer products and bring new product concepts from development through national retail distribution.

National Sales Manager, Licensed Products

Emerson Radio Corp. | Parsippany, NJ | Aug. 1999 - Dec. 2002

- Promoted from an entry-level role into responsibility for national sales of the company's licensed consumer-product portfolio.
- Led sales efforts for **Sanrio-licensed Hello Kitty products**, developing relationships with national and regional retail buyers.
- Managed direct account relationships with **Target and Toys R Us**, along with Fred Meyer, Menards, Circuit City, P.C. Richard & Son, Warehouse Music, and other regional retailers.
- Developed a consumer product under the **Badtz-Maru** brand and participated in product positioning, buyer presentations, commercialization, and retail distribution.
- Coordinated with independent field representatives while maintaining responsibility for customer presentations, pricing discussions, negotiation, and closing.

SELECTED CAREER HIGHLIGHTS

\$100M+ in federal student-loan consolidation volume | **\$10M+** in annual corporate B2B sales | **\$3M** in annual gross Amazon sales | **63.5%** automotive showroom close rate | **90th-percentile** GM customer-satisfaction performance | **Top 10%** sales production at Educational Direct

Selected for **sales mentoring responsibility within four months** of entering the field at Spectrum. Developed sales scripts, training processes, product strategies, and customer-acquisition systems across multiple industries.