

Kabir Gupta

Director, Residential Connectivity Sales

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STRENGTHS

- 📍 **Market planning**
Built quarterly territory plans from household opportunity and field observations, giving managers clearer priorities during expansion work.
- 👥 **Manager coaching**
Pipeline reviews and field observations turned difficult conversations into practical action plans, and managers became trusted resources.
- 👤 **Team development**
Recruiting, onboarding, and mentoring routines gave new representatives a clearer start and helped field leaders grow.
- ⚙️ **Operational judgment**
Balanced staffing, coverage, budgets, and campaigns across multiple projects, keeping decisions grounded in field results.
- 🏠 **Customer acquisition**
Direct selling across homes and multifamily properties sharpened product conversations, territory choices, and customer follow through.

SKILLS

Direct Sales Strategy
Residential Connectivity Sales
CATV MDU Sales
Market Penetration
Territory Management
Sales Planning Sales Leadership
Manager Coaching Recruiting
Performance Management
Safety Training Budget Planning
CRM Reporting Microsoft Excel

SUMMARY

Residential connectivity sales **director** with 15 years of progressive sales and management experience, including more than 10 years leading managers and field teams across **direct to consumer territories**, residential markets, and multifamily relationships. Builds **regional sales plans**, market penetration models, territory assignments, coaching systems, and customer acquisition strategies that support disciplined growth. Experienced in cable television, internet, voice, and connectivity products, with hands on leadership across recruiting, interviewing, onboarding, training, mentoring, performance appraisals, safety training, budget planning, marketing coordination, and **confidential personnel matters**. Uses field results, customer feedback, spreadsheet analysis, and CRM reporting to adjust priorities and improve execution. Ready to contribute practical sales leadership, manager development, and regional operating judgment in a senior residential connectivity role.

EXPERIENCE

Director, Residential Sales

Lakefront Connect Services 📅 January 2022 - Present 📍 Madison, Wisconsin

Direct regional residential acquisition operations across door to door and multifamily channels. Set market priorities, guide field managers, connect staffing and territory decisions with growth goals, and coordinate finance, marketing, recruiting, performance, personnel, and safety processes.

- Directed residential and multifamily acquisition operations across established and expansion territories.
- Built quarterly **market penetration plans** using household opportunity, productivity, and competitive observations.
- Coached **direct sales managers** through pipeline reviews, field observations, and performance conversations.
- Partnered with finance and **marketing** leaders on budgets, campaigns, staffing, and channel capacity.
- Established **recruiting, interviewing**, onboarding, and mentoring practices for managers and representatives.
- Governed appraisals, confidential personnel documentation, **safety training**, and regional performance reviews.

Regional Sales Manager

Great Lakes Broadband Group 📅 March 2018 - December 2021 📍 Green Bay, Wisconsin

Led distributed direct sales teams across multiple **residential territories**, selling internet, television, voice, and related connectivity services. Shaped coverage models, manager development, customer acquisition plays, budget outlooks, field reporting, and marketing coordination.

- Led direct sales teams across territories selling **internet**, television, voice, and connectivity services.
- Rebalanced residential and multifamily assignments using penetration opportunity and representative capacity.
- Developed **customer acquisition** plays with frontline managers for competitive neighborhoods and properties.
- Trained managers on coaching, documentation, interviewing, **onboarding**, and field safety practices.
- Prepared staffing and sales outlooks for budget cycles and marketing discussions.
- Used **spreadsheets**, presentation tools, and **CRM reporting** to organize forecasts and priorities.

Direct Sales Manager

North Ridge Cable Solutions 📅 June 2014 - February 2018 📍 Appleton, Wisconsin

Managed residential field representatives selling cable television, broadband, and voice services. Converted regional goals into activity plans, developed representatives, coordinated multifamily outreach, evaluated performance, and maintained confidential workforce reporting across

LANGUAGES

English	Native
Hindi	Proficient

MY CAREER



- Director, Residential Sales at Lakefront Connect Services (4.8 Years)
- Regional Sales Manager at Great Lakes Broadband Group (3.8 Years)
- Direct Sales Manager at North Ridge Cable Solutions (3.7 Years)
- Senior Residential Sales Representative at Prairie Wave Communications (2.8 Years)

concurrent initiatives.

- Managed **residential representatives** selling **cable television**, broadband, and voice services.
- Converted regional targets into activity plans through ride alongs and pipeline reviews.
- Interviewed and onboarded representatives using product instruction, selling exercises, and safety expectations.
- Evaluated **sales results**, quality observations, and customer feedback to create coaching plans.
- Coordinated property access and resident outreach with multifamily relationship staff.
- Maintained confidential personnel records and spreadsheet reporting across territory initiatives.

Senior Residential Sales Representative

Prairie Wave Communications 📅 August 2011 - May 2014 📍 Eau Claire, Wisconsin

Built a residential customer base through direct sales of cable television, internet, and voice services. Planned serviceable household coverage, matched customer needs with product bundles, shared market intelligence, supported newer representatives, and maintained accurate customer records.

- Built a **residential customer base** through direct sales of connectivity service bundles.
- Planned prospecting routes around serviceable households and local opportunity.
- Matched customer needs with suitable products and accurate installation expectations.
- Shared competitor activity, objections, and neighborhood response with sales **leadership**.
- Mentored newer representatives on prospecting, product conversations, follow through, and safety.
- Maintained customer and sales records using CRM, **word processing**, and spreadsheets.

PROJECTS

Regional Market Penetration Planning 📅 2024

Built a recurring planning approach that combined household opportunity, representative capacity, competitive observations, and territory priorities across residential markets.

Multifamily Sales Coverage Model 📅 2021

Reshaped residential and multifamily assignments around property opportunity, coverage needs, manager input, and customer acquisition priorities.

LEADERSHIP & AWARDS

- Recognized by regional leadership for consistent manager coaching and field execution across residential markets.
- Selected for expanded regional leadership after building strong performance routines across direct sales territories.
- Trusted with confidential personnel processes, safety training, recruiting, and cross functional planning.

EDUCATION

Bachelor's Degree in Business Administration, Marketing

University of Wisconsin Eau Claire 🎓 GPA: 0 📅 2011 📍 Eau Claire, Wisconsin

Coursework: *Marketing strategy, sales management, consumer behavior, business communications*

CERTIFICATIONS

- Valid Wisconsin Driver's License 📅 2026
- Current Personal Auto Insurance 📅 2026

TECHNICAL SKILLS

- **Sales Platforms:** CRM reporting, sales forecasting, pipeline reviews
- **Microsoft Office:** Microsoft Word, Microsoft Excel, presentation tools
- **Connectivity Products:** Cable television, broadband, internet
- **Voice Services:** Residential voice, service bundles, installation expectations
- **Sales Channels:** Door to door sales, direct sales, multifamily sales

- **Market Planning:** Market penetration, household opportunity, competitive analysis
- **Territory Operations:** Territory assignments, coverage planning, representative allocation
- **People Operations:** Recruiting, interviewing, onboarding
- **Performance Leadership:** Performance appraisals, coaching, mentoring
- **Safety and Compliance:** Safety training, confidential personnel records, driving standards
- **Business Planning:** Budget planning, staffing outlooks, marketing planning
- **Communication Tools:** Word processing, spreadsheets, presentation tools

PROFESSIONAL AFFILIATIONS

- Residential connectivity sales leadership community, with focus on direct sales and multifamily growth.
- Cable television and broadband field leadership network, supporting practical coaching and customer acquisition practices.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST