



# Patrick Snyder

## Field Sales Development Manager, Direct Sales

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### SUMMARY

Field sales development manager with seven years leading **direct sales** teams across broadband, connectivity, and subscription services. Translates sales and marketing programs into clear field execution, with daily priorities, weekly reporting, monthly objectives, and year end accountability. Uses productivity, conversion, quota, subscriber, installation, and cash flow measures to identify coaching needs and close execution gaps. Builds supervisors and representatives through classroom instruction, simulations, eLearning, field observation, and structured feedback. Partners with marketing, operations, and IT on routing, assignment quality, reporting accuracy, product messaging, promotions, and **customer experience**. Has improved quota performance through practical **coaching** and disciplined **performance management**. Brings sound judgment, organized execution, and a collaborative approach that supports consistent sales growth and dependable customer service.

### EXPERIENCE

#### Field Sales Development Manager, Direct Sales

SunWave Fiber Solutions 📅 February 2024 - Present 📍 Fort Lauderdale, FL

Lead supervisors and field representatives across residential broadband territories, connecting **subscriber growth**, revenue, **installation quality**, and customer experience with measurable execution. Coordinate sales, marketing, operations, and technology partners while using verified reporting, coaching routines, and learning programs to strengthen field performance.

- Translated subscriber and revenue goals into daily territory priorities for **broadband** field teams.
- Validated weekly sales and installation reports, correcting discrepancies before leadership performance reviews.
- Connected daily activity standards with monthly targets and year end goals through recurring supervisor reviews.
- Coordinated classroom training, **simulations**, **eLearning**, and field coaching around offers and product updates.
- Partnered with IT on routing corrections, improving assignment visibility across covered territories.
- Shared coaching practices with neighboring teams, strengthening consensus across sales, marketing, and **operations**.

#### Senior Field Sales Supervisor, Direct Sales

Atlantic Home Connectivity 📅 June 2021 - January 2024 📍 West Palm Beach, FL

Directed daily performance for direct sales representatives offering home internet and **subscription services**. Balanced quota delivery with accurate product positioning, customer expectations, installation readiness, and service handoffs while using scorecards and **field observation** to guide coaching.

- Directed home internet sales execution while protecting customer expectations and installation readiness.
- Set weekly objectives and used scorecards to focus ride along **coaching** sessions.
- Surpassed quarterly team quotas by shifting attention toward leading indicators and stalled territories.
- Validated sales and installation records against dashboards before escalating recurring data issues.
- Reinforced pricing, **promotions**, product features, and **brand messaging** through scenario practice.
- Aligned **marketing** and operations leaders on campaign changes, improving representative readiness and service handoffs.

#### Field Sales Supervisor, Direct Sales

GulfPoint Communications 📅 August 2019 - May 2021 📍 Miami, FL

### STRENGTHS

- 📊 **Metrics based coaching**  
Weekly scorecards revealed where coaching mattered most. Focused conversations helped representatives address gaps before results drifted.
- 👥 **Field team development**  
Classroom learning became practical through simulations and ride alongs. Representatives gained confidence before handling territories independently.
- 🔗 **Cross functional alignment**  
Routing issues required several teams at once. Clear evidence and steady follow through helped partners agree on workable fixes.
- ♥ **Customer focused execution**  
Product accuracy shaped every field conversation. Feedback from customers and representatives guided better scripts, offers, and service handoffs.
- ☰ **Accountability routines**  
Daily priorities connected with monthly and year end goals. Supervisors gained a steady rhythm for recognition, coaching, and follow up.

### SKILLS

Direct sales   Sales leadership

Quota management

Performance management

Sales coaching   Team training

Sales reporting

Customer experience Sales routing

Product sales Product knowledge

Learning plans Field execution

Time management

Consensus building

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Field Sales Development Manager, Direct Sales at SunWave Fiber Solutions (2.7 Years)

● Senior Field Sales Supervisor, Direct Sales at Atlantic Home Connectivity (2.6 Years)

● Field Sales Supervisor, Direct Sales at GulfPoint Communications (1.8 Years)

Supervised a developing residential connectivity sales team, establishing activity standards, learning plans, territory ownership, and customer experience expectations. Built early strength in **metrics based management** through daily reporting, field observation, feedback collection, and practical sales training.

- Supervised residential **connectivity** representatives against subscriber and **product sales** objectives.
- Used daily reports to identify territory gaps, follow missed objectives, and recognize consistent execution.
- Conducted field observations focused on discovery, **product knowledge**, **offers**, objections, and customer experience.
- Coordinated new hire **learning plans** with classroom content, role play, modules, and field practice.
- Escalated routing issues and confirmed corrections, protecting accurate territory ownership for representatives.
- Summarized customer and representative feedback, supporting practical changes to scripts and training.

## PROJECTS

### Direct Sales Performance Reporting 📅 2025

Created a recurring reporting cadence that connected productivity, conversion, sales, installation, and territory ownership data. Verified results before coaching reviews, giving supervisors a clearer basis for accountability and recognition.

### Field Sales Learning Program 📅 2023

Coordinated classroom instruction, role play, digital learning, field observation, and feedback around product offers. The program helped representatives deliver more consistent customer conversations during promotional launches.

## LEADERSHIP & AWARDS

- Quota Achievement Recognition, Atlantic Home Connectivity, awarded for surpassing quarterly team sales objectives.
- Field Coaching Leadership Recognition, SunWave Fiber Solutions, awarded for practical supervisor development and team support.
- Customer Experience Contribution, GulfPoint Communications, recognized for applying feedback to sales training and service handoffs.

## EDUCATION

### Bachelor's Degree in Business Administration, Marketing

Florida Atlantic University 🎓 GPA: 3.5 📅 2019 📍 Boca Raton, FL

**Coursework:** Sales management, consumer behavior, marketing strategy, business analytics

## CERTIFICATIONS

- Certified Sales Leadership Professional 📅 2024
- Professional Coaching Certificate 📅 2022

## TECHNICAL SKILLS

- **Sales Analytics:** Productivity metrics, conversion rates, quota attainment
- **Performance Reporting:** Sales dashboards, installation reporting, scorecards
- **Training Delivery:** Classroom instruction, simulations, eLearning
- **Coaching Methods:** Field observation, ride alongs, structured feedback
- **Sales Operations:** Territory planning, assignment distribution, sales routing
- **Customer Experience:** Customer feedback, service handoffs, digital experiences
- **Product Marketing:** Product offerings, brand messaging, promotional offers
- **Connectivity Services:** Residential broadband, home internet, subscription services
- **Management Practices:** Performance management, accountability reviews, objective setting
- **Collaboration Tools:** Cross functional partnership, consensus building, stakeholder coordination

## PROFESSIONAL AFFILIATIONS

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- Sales Management Association, member focused on performance coaching and direct sales leadership.
- Broadband Industry Association, member engaged with connectivity sales and customer experience practices.

## ADDITIONAL INFORMATION

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

## REFERENCES

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AVAILABLE ON REQUEST