

Cash Ferguson

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SUMMARY

High velocity SaaS Account Executive with five years of progressive sales experience across full cycle selling, outbound prospecting, discovery, **software demonstrations**, negotiation, and closing. Builds qualified SMB pipeline through strategic outreach, disciplined follow up, CRM workflows, and **sales engagement tools**. Connects recruiting, HR, and business software capabilities with practical hiring and workflow priorities identified through thoughtful questioning. Communicates clearly with founders, HR leaders, operations managers, and other **business decision makers** during remote presentations and commercial reviews. Manages multiple active opportunities against monthly and **quarterly revenue goals**, keeping stages, next steps, stakeholders, objections, and forecasts current. Formal sales training, coachability, resilience, and peer collaboration support consistent execution in fast paced remote teams. Brings a customer focused approach that helps buyers make confident software decisions and supports dependable revenue growth.

EXPERIENCE

SMB Account Executive, SaaS Sales

February 2024 - Present

Northstar People Software

Denver, Colorado

Owns a full cycle SMB SaaS territory supporting outbound pipeline, consultative discovery, software demonstrations, commercial reviews, and closing. Partners with founders, HR leaders, **operations managers**, peers, and sales leadership to connect **recruiting workflow** capabilities with business priorities, maintain opportunity visibility, and improve execution across monthly and quarterly revenue cycles.

- Created SMB pipeline through outbound sequences, **strategic outreach**, and disciplined **follow up** across active buyers.
- Diagnosed hiring workflow constraints through discovery, then connected **software demonstrations** with buyer priorities.
- Guided founders and HR leaders through tailored demonstrations, commercial reviews, and confident purchase decisions.
- Maintained CRM stages, next steps, activity history, and forecast notes for reliable leadership visibility.
- Balanced high activity opportunity coverage with **sales engagement tools** and structured follow up rhythms.
- Reviewed objections and conversion patterns with leadership, applying coaching to improve messaging and deal execution.

Account Executive, Cloud Business Applications

June 2022 - January 2024

SummitCloud Business Applications

Boulder, Colorado

Managed end to end sales cycles for cloud business software serving small and midsize organizations. Built outbound pipeline, led discovery, presented remote demonstrations, tracked concurrent evaluations, and partnered with managers and peers on messaging experiments that improved consistency across **prospecting**, qualification, and closing activities.

- Managed **full cycle** cloud software sales from targeted prospecting through signed customer agreements.
- Built outbound **pipeline** with account research, email sequences, phone outreach, and timely follow up.
- Translated workflow challenges into evaluation criteria during discovery with **business decision makers**.
- Presented **remote software demonstrations** through practical business scenarios and product navigation.
- Tracked stakeholders, objections, timing, and commitments inside CRM and sales engagement systems.
- Applied manager feedback during call reviews, strengthening qualification, messaging, and closing practices.

Sales Development Representative, Workforce Software

October 2020 - May 2022

FrontRange Workforce Solutions

Denver, Colorado

Built qualified pipeline for workforce software by researching SMB accounts, engaging HR and operations leaders, and supporting early sales cycle progression. Used CRM and **sales engagement tools** for structured activity, documented prospect context, qualified needs, and prepared stronger handoffs for Account Executives while developing **consultative selling** skills.

- Built qualified workforce software **pipeline** through account research and structured outbound campaigns.
- Connected outreach with hiring, onboarding, and workforce process challenges relevant to each account.
- Organized daily activity, prospect context, and multichannel **follow up** within **CRM workflows**.
- Qualified needs, timing, stakeholders, and existing processes before scheduling Account Executive evaluations.
- Supported **discovery** and demonstration calls, gaining practical exposure to software presentation and objection handling.
- Applied manager coaching after rejection, strengthening questioning, value messaging, and activity consistency.

PROJECTS

SMB Recruiting Workflow Sales Program 📅 2024

Created a repeatable sales approach connecting recruiting workflow challenges with software demonstrations, discovery questions, opportunity stages, and buyer decision criteria. This work supported clearer conversations and more consistent movement across active SMB evaluations.

Remote Cloud Software Prospecting Playbook 📅 2023

Built a practical prospecting playbook using account research, email sequences, phone outreach, CRM tracking, and timely follow up. Framework helped organize outreach around operational triggers and business decision maker priorities.

LEADERSHIP & AWARDS

- Recognized by sales leadership for consistent CRM discipline and dependable forecast visibility across active SMB opportunities.
- Selected for peer call reviews focused on discovery quality, software demonstrations, objection handling, and message refinement.
- Earned trust from business decision makers through clear presentations, thoughtful questions, and responsive follow through.

EDUCATION

Bachelor of Science in Business Administration
Colorado State University GPA: 3.5
Coursework: Sales management, Marketing, Business analytics, Organizational behavior

2020
Fort Collins, Colorado

CERTIFICATIONS

- Sandler Foundations Sales Training 📅 2025
- HubSpot Sales Software Certification 📅 2026

TECHNICAL SKILLS

- **Sales Methodologies:** Consultative selling, Sandler training, Full cycle sales
- **CRM Platforms:** HubSpot CRM, Salesforce CRM, CRM workflows
- **Sales Engagement:** Email sequences, Phone outreach, Multichannel follow up
- **Pipeline Management:** Opportunity stages, Forecast notes, Activity history
- **Discovery Practices:** Discovery calls, Needs analysis, Decision criteria
- **Demonstration Tools:** Software demonstrations, Product navigation, Remote presentations
- **SaaS Sales:** Subscription platforms, Cloud software, Recruiting software
- **Market Segments:** SMB accounts, Small businesses, Midsize organizations
- **Buyer Engagement:** Business decision makers, HR leaders, Operations managers
- **Revenue Operations:** Monthly goals, Quarterly goals, Commercial reviews
- **Recruiting Technology:** HCM, HR tech, Hiring workflows
- **Communication Tools:** Video meetings, Email, Phone

SKILLS

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|-----------------------|------------------------|---------------------------|--------------------------|
| • Full Cycle Sales | • Outbound Prospecting | • Consultative Selling | • Opportunity Management |
| • SMB Sales | • Pipeline Generation | • Software Demonstrations | • Revenue Goals |
| • SaaS | • Strategic Outreach | • CRM | • HCM |
| • High Velocity Sales | • Discovery Calls | • Sales Engagement Tools | |

PROFESSIONAL AFFILIATIONS

- Sales team peer coaching contributor, sharing call observations and practical messaging ideas during remote reviews.
- SMB SaaS sales community participant, exchanging outreach practices and consultative discovery approaches with fellow sellers.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST