

Kian Booth

Mid Market Account Executive

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📍 Columbus, OH 43215

STRENGTHS

- 🗣️ **Consultative discovery**
Asks practical questions during client meetings, then connects network needs with services that fit real operations.
- 📍 **Territory prospecting**
Built pipeline through calls, field visits, referrals, and events. Local conversations often opened stronger opportunities.
- ♥️ **Solution storytelling**
Turns technical details into clear business presentations, helping decision makers see value without inflated claims.
- 🔍 **Commercial judgment**
Uses ROI analysis and careful negotiation to protect solution fit, margin, and customer confidence during approval.
- 👥 **Account continuity**
Documents scope and commitments during handoffs. Partners gained clarity, and customers received a smoother start.

SKILLS

Consultative Sales

B2B Telecommunications

Mid Market Sales

Business Development

Territory Management

Data Solutions Voice Solutions

Video Solutions LAN WAN

Fiber Networks SalesForce CRM

Needs Analysis Negotiation

LANGUAGES

English

Native

SUMMARY

Mid market B2B sales professional with five years of consultative experience across telecommunications, business connectivity, voice, data, video, LAN, WAN, high capacity, and fiber connected network services. Builds qualified territory pipelines through **telephone prospecting**, field visits, referrals, networking, and **industry events**. Guides prospects through discovery, **needs analysis**, solution design, proposals, presentations, ROI analysis, negotiation, and close. Maintains accurate SalesForce opportunity records, coordinates site surveys, and supports clear account handoffs with **account management** and service delivery teams. Uses Excel, Word, PowerPoint, and Outlook to support organized sales execution. Valid Ohio driver license and safe driving record support field based territory coverage. Brings practical technical knowledge, disciplined follow through, and a customer focused approach that supports revenue growth and lasting retention.

EXPERIENCE

Mid Market Account Executive

Northstar Fiber Solutions 📅 January 2025 - Present 📍 Columbus, Ohio

Owns territory sales for fiber internet, data connectivity, hosted voice, and video services. Leads consultative discovery, proposal development, site survey coordination, commercial negotiation, closing, and sold account transition while supporting monthly revenue performance and long term retention.

- Managed fiber, **voice**, data, and **video** pipeline across small and mid market accounts.
- Translated **LAN**, WAN, bandwidth, resiliency, and growth needs into tailored service proposals.
- Generated qualified opportunities through calls, field visits, referrals, networking groups, and **industry events**.
- Coordinated **site surveys** and **ROI analyses**, clarifying installation needs and commercial value.
- Presented solutions, negotiated terms, and closed new logo and expansion opportunities.
- Transferred sold accounts with documented scope, contacts, commitments, and implementation expectations.

Account Executive

Lakefront Business Telecom 📅 July 2023 - December 2024 📍 Cleveland, Ohio

Sold B2B voice, data, and connectivity services for growing companies with office, multi site, and customer facing needs. Managed discovery, proposal creation, opportunity qualification, CRM discipline, **negotiation**, **closing**, forecasting, and post sale coordination with account management and operations.

- Sold B2B voice, **data**, and connectivity solutions after structured **needs analysis**.
- Created account specific proposals and PowerPoint **presentations** for varied business use cases.
- Qualified opportunities through cold calls, field visits, events, and referral channels.
- Maintained **SalesForce** stages, contacts, activities, forecasts, and next steps for management visibility.
- Negotiated pricing and procurement concerns, moving qualified opportunities toward final approval.
- Coordinated post sale handoffs around ordered services, installation dependencies, and customer expectations.

Business Sales Representative

Buckeye Connectivity Group 📅 October 2021 - June 2023 📍 Dayton, Ohio

Developed an early career business sales portfolio for internet, voice, and communication services. Built prospecting habits, learned practical network concepts, prepared customer materials, documented CRM activity, and applied coaching in objection handling, negotiation, and closing.

- Developed business customers through outbound prospecting and local relationship building.
- Documented connectivity pain points, user needs, current services, and anticipated growth during discovery.
- Explained LAN, **WAN**, bandwidth, and fiber concepts in clear business language.

MY CAREER



- Mid Market Account Executive at Northstar Fiber Solutions (1.7 Years)
- Account Executive at Lakefront Business Telecom (1.4 Years)
- Business Sales Representative at Buckeye Connectivity Group (1.7 Years)

- Prepared quotes and ROI comparisons with Excel, Word, and PowerPoint for service evaluation.
- Recorded lead status, customer information, activity, and follow up commitments in **CRM systems**.
- Applied sales coaching on objections, negotiation, and closing during recurring product training.

PROJECTS

Fiber Connectivity Territory Expansion 📅 2025

Built a territory pipeline for fiber internet, hosted voice, and video services. Connected network requirements with proposals, site surveys, ROI reviews, and account transition planning.

Multi Site Business Communications Sales Program 📅 2024

Developed proposals for office and multi site customers seeking voice, data, and continuity solutions. Used discovery, presentations, CRM tracking, and commercial negotiation to guide opportunities forward.

LEADERSHIP & AWARDS

- Recognized for consistent pipeline development across fiber, voice, data, and video opportunities.
- Selected as a trusted peer resource for consultative discovery, proposal quality, and customer handoffs.

EDUCATION

Bachelor of Science in Business Administration

Wright State University 🎓 GPA: 3.5 📅 2021 📍 Dayton, Ohio

Coursework: *Business communications, sales management, marketing, business analytics*

CERTIFICATIONS

- Valid Ohio Driver License 📅 2026
- Salesforce Trailhead Sales Representative Learning Path 📅 2024

TECHNICAL SKILLS

- **Telecommunications Services:** Voice services, Data services, Video services
- **Network Technologies:** LAN, WAN, Fiber networks
- **Network Capacity:** High capacity networks, Bandwidth planning, Network resiliency
- **CRM Platforms:** Salesforce, Opportunity management, Activity tracking
- **Microsoft Office:** Microsoft Excel, Microsoft Word, Microsoft PowerPoint
- **Communication Tools:** Microsoft Outlook, Telephone prospecting, Video presentations
- **Sales Methods:** Consultative selling, Needs analysis, Solution selling
- **Pipeline Development:** Cold calling, Field prospecting, Referral development
- **Revenue Practices:** Quota attainment, Forecasting, Revenue performance
- **Proposal Development:** Sales proposals, ROI analysis, Product presentations
- **Opportunity Qualification:** Lead qualification, Site surveys, Procurement review
- **Commercial Sales:** Negotiation, Closing, Pricing discussions

PROFESSIONAL AFFILIATIONS

- Professional networking groups supporting local business relationships and referral development.
- Industry events focused on telecommunications, connectivity, and business communication solutions.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST