

Austin Cook

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SUMMARY

Early career sales candidate with supervised field practice in residential connectivity, consultative selling, prospecting, **product presentations**, and customer follow up. Built practical knowledge of high speed internet, mobile, video, landline phone, routers, modems, wireless devices, smartphones, and **data networking fundamentals** through academic sales projects. Developed territory plans, prioritized leads, completed needs analysis, and documented simulated orders, dispositions, contact notes, and next actions accurately. Bilingual English and Spanish communicator who explains technical options in clear, household friendly language. Comfortable with **door to door** outreach, extended outdoor activity, evening and weekend schedules, independent territory management, and travel between locations. Holds a valid North Carolina driver license, insured reliable vehicle, and current Google Digital Marketing and E commerce Certificate. Ready for customer focused **field sales** work that connects households with practical communication solutions.

EDUCATION

Associate of Applied Science in Business Administration

2026

Wake Technical Community College GPA: 3.5

Raleigh, NC

Coursework: Sales strategy, business communication, customer relations, marketing fundamentals

TECHNICAL SKILLS

- **Connectivity Services:** High speed internet, mobile services, video services
- **Telephony Systems:** Landline phone, voice services, wireless devices
- **Networking Hardware:** Routers, modems, set top converters
- **Mobile Technology:** Smartphones, PDAs, mobile data
- **Sales Applications:** Training CRM, web based sales applications, prospect pipelines
- **Sales Methods:** Door to door prospecting, cold calling, needs based selling
- **Customer Research:** Needs analysis, active listening, structured interviews
- **Territory Operations:** Territory planning, lead prioritization, activity scheduling
- **Documentation Systems:** Order entry, lead dispositions, customer records
- **Presentation Tools:** Product presentations, sales proposals, bilingual scripts

SKILLS

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|----------------------------|----------------------|---------------------|-------------------------|
| • Outside Sales | • Needs Analysis | • Internet Services | • Data Networking |
| • Residential Sales | • Cold Calling | • Mobile Services | • Customer Follow Up |
| • Door to Door Prospecting | • Territory Planning | • Video Services | • Product Presentations |
| • Consultative Selling | • Telecommunications | • Voice Services | |

EXPERIENCE

Residential Connectivity Sales Capstone

January 2026 - May 2026

University Project

Raleigh, NC

Completed supervised residential sales capstone supporting simulated territory planning, customer discovery, product education, order documentation, competitive review, and bilingual presentations.

- Built routes across 180 simulated households, prioritizing leads for internet, **mobile, video**, and voice offers.
- Conducted bilingual needs analysis role plays, identifying household connectivity priorities before recommending service bundles.
- Created consumer friendly proposals explaining bandwidth, **routers, modems**, wireless connectivity, and service tradeoffs.
- Entered simulated orders, dispositions, contact notes, and follow up actions in a training CRM.
- Compared competing telecommunications offers, summarizing pricing, service, and positioning observations for territory strategy.
- Applied coaching feedback during cold introductions, objection handling, closing practice, and final sales demonstrations.

Direct Sales Field Simulation

August 2025 - December 2025

Course Project

Raleigh, NC

Completed supervised **field sales** simulation focused on door to door introductions, consultative discovery, product education, pipeline activity, and accurate order processing.

- Completed **door to door** introductions, consultative discovery, product education, and closing conversations during field simulations.
- Planned daily activity around assigned leads and evening availability, documenting contact attempts and next actions.
- Used smartphone and web based sales applications for service review, interaction notes, and order processing.
- Explained Wi Fi coverage, router placement, modem function, and device connectivity for varied customer scenarios.
- Developed bilingual sales scripts covering benefits, qualifying questions, and transaction details with conversational flexibility.
- Presented **prospecting** plans, call notes, proposals, and order simulations, earning strong faculty feedback.

Consumer Connectivity Research Project

January 2025 - May 2025

Student Innovation Lab

Raleigh, NC

- Conducted supervised connectivity research examining household service choices, equipment questions, recommendation scenarios, customer communication, and independent project delivery.
- Investigated household selection of internet, mobile, video, and voice services using 42 survey responses.
 - Organized needs around remote learning, streaming, gaming, mobile data, and multi device Wi Fi use.
 - Tested routers, modems, **smartphones**, and **wireless devices**, documenting common setup questions in a lab.
 - Produced a comparison guide explaining speed, reliability, device connectivity, and bundled service considerations.
 - Presented findings to classmates, answering questions through consultative communication centered on household needs.
 - Maintained research notes and shared deliverables, meeting deadlines with limited supervision and instructor feedback.

PROJECTS

- Residential Territory Sales Plan 📅 2026
- Created a complete simulated territory plan for 180 households, connecting lead prioritization, door to door outreach, needs analysis, follow up, competitive review, and connectivity recommendations.
- Bilingual Connectivity Presentation 📅 2025
- Prepared English and Spanish product presentations explaining internet, mobile, video, voice, routers, modems, wireless devices, and service tradeoffs for household audiences.

LEADERSHIP & AWARDS

- Dean's List recognition, 2025, reflecting consistent academic performance and dependable study habits.
- Student Sales Presentation Recognition, 2026, awarded for clear product explanations and customer centered communication.
- Peer Mentor, Student Success Center, 2025 to 2026, supporting fellow students through approachable guidance.

CERTIFICATIONS

- North Carolina Driver License 📅 2026
- Google Digital Marketing and E commerce Certificate 📅 2026

PROFESSIONAL AFFILIATIONS

- Campus Sales and Service Workshop Series member, 2025 to 2026, practicing consultative conversations and service focused selling.
- Student Success Center peer mentor, 2025 to 2026, helping classmates build confidence and stay connected with campus resources.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST