

August Strickland

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SUMMARY

Sales enablement leader with more than five years supporting fintech, payments, foreign exchange, and cross border financial services organizations. Builds practical programs for outbound SDR, BDM, and **Account Management** teams across prospecting, qualification, conversion, account growth, and retention. Creates onboarding, playbooks, battlecards, **objection handling** guides, call scripts, **email messaging**, and accessible sales asset libraries. Uses **HubSpot CRM** discipline, call reviews, win loss findings, pipeline trends, forecasting inputs, and rep performance data to shape focused coaching and training. Leads one to one coaching, live call reviews, pipeline reviews, launch readiness, and enablement pilots with commercial partners. Brings field insight to Sales, Revenue Operations, Marketing, Product, Customer Support, and Pricing, helping teams turn customer needs into clearer execution and stronger commercial outcomes.

EXPERIENCE

Sales Enablement Manager January 2025 - Present
Northstar Payments Network *Remote*

Owns **revenue enablement** for outbound SDR, business development, and account management teams selling cross border payment solutions to small and midsize business customers. Leads onboarding, coaching, content development, CRM discipline, voice of customer work, and program measurement across commercial priorities.

- Rebuilt role based onboarding with HubSpot workflows, practice sessions, and manager checkpoints for consistent seller ramp.
- Created segment playbooks, battlecards, objection guides, scripts, and email messaging from win loss findings and field interviews.
- Run one to one coaching, live **call reviews**, and **pipeline reviews** using call quality and CRM evidence.
- Established **voice of customer** cadence covering loss reasons, product gaps, competitive dynamics, and pricing pressure.
- Track ramp time, onboarding completion, **training participation**, asset adoption, win rates, **quota attainment**, and pipeline indicators.
- Shared recurring field feedback with Product, Marketing, and commercial leadership, shaping launches and seller resources.

Senior Revenue Enablement Specialist March 2023 - December 2024
BlueCurrent Money Services *Atlanta, GA*

Delivered **revenue enablement** for SDR and **BDM** teams supporting international money transfer and payment products. Connected CRM standards, launch readiness, performance analysis, coaching routines, and sales asset governance with priority customer segments and manager needs.

- Delivered **SDR** and BDM enablement for international **money transfer** products across priority customer segments.
- Administered HubSpot training covering lifecycle stages, opportunity hygiene, activity capture, **forecasting** inputs, and reporting standards.
- Analyzed call patterns, win loss notes, funnel movement, and rep performance to shape focused workshops.
- Partnered with Product and Marketing on launch readiness, seller briefs, talk tracks, assets, and live training.
- Piloted manager led call review templates, gathering feedback before standardizing effective coaching practices across teams.
- Curated **sales asset library** ownership and review cycles, retiring outdated materials and improving resource access.

Sales Operations and Enablement Specialist July 2021 - February 2023
Harborline Fintech *Raleigh, NC*

Supported an **outbound sales** organization serving business customers with payment and international transfer needs. Connected HubSpot operations, seller development, onboarding, funnel analysis, and field feedback across SDR and account teams.

- Built prospecting guides and **qualification** resources from customer objections, sales observations, and account handoff requirements.
- Maintained HubSpot data standards and **reporting** definitions, resolving pipeline quality issues affecting forecast discussions.
- Prepared recurring funnel and rep performance analyses highlighting coaching opportunities across core sales cycle stages.
- Facilitated **onboarding** sessions and call practice exercises covering discovery, value articulation, objections, and CRM execution.
- Consolidated customer feedback for **Marketing** and **Product** partners, informing messaging and enablement updates.
- Connected CRM operations with frontline development, giving managers clearer evidence for pipeline and coaching conversations.

PROJECTS

Cross Border Seller Readiness Program 📅 2025
Good enablement removes friction before it reaches a customer. Built a role based readiness program combining product learning, HubSpot practice, call simulations, manager checkpoints, and pipeline application for outbound payment sellers.

Voice of Customer Operating Rhythm 📅 2024
Losses contain instructions if teams listen closely. Created a recurring process for synthesizing loss reasons, product gaps, pricing pressure, and competitive signals into practical guidance for commercial partners.

LEADERSHIP & AWARDS

- Recognized by commercial leadership for translating field feedback into practical seller resources and launch readiness support.
- Selected to standardize manager led call review routines after successful coaching pilots across revenue teams.
- Earned peer recognition as a trusted resource for HubSpot discipline, pipeline quality, and sales asset governance.

EDUCATION

Bachelor's Degree in Business Administration, Marketing
University of North Carolina at Charlotte GPA: 4.0
Coursework: Marketing strategy, sales management, consumer behavior, business analytics

2021
Charlotte, NC

CERTIFICATIONS

- HubSpot Sales Hub Software Certification 📅 2024
- HubSpot Revenue Operations Certification 📅 2023

TECHNICAL SKILLS

- **CRM Platforms:** HubSpot CRM, HubSpot Sales Hub, HubSpot Revenue Operations
- **Sales Content:** Playbooks, battlecards, objection guides
- **Seller Messaging:** Call scripts, email messaging, talk tracks
- **Coaching Formats:** One to one coaching, live call reviews, pipeline reviews
- **Sales Analytics:** Win loss analysis, pipeline analysis, rep performance analysis
- **Commercial Metrics:** Ramp time, win rates, quota attainment
- **Revenue Operations:** Pipeline management, forecasting, reporting
- **Customer Insight:** Voice of customer, loss reasons, product gaps
- **Payments Domain:** Cross border payments, money transfer, foreign exchange
- **Enablement Programs:** Onboarding, continuous training, launch readiness
- **Sales Teams:** SDR teams, BDM teams, Account Management teams
- **Asset Governance:** Sales asset library, asset adoption, review cycles

SKILLS

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|-------------------------|----------------------|----------------------|-----------------------|
| • Sales Enablement | • Fintech | • HubSpot CRM | • Sales Onboarding |
| • Revenue Enablement | • Financial Services | • SDR Enablement | • Sales Training |
| • Cross Border Payments | • Payments | • BDM Enablement | • Pipeline Management |
| • Money Transfer | • Foreign Exchange | • Account Management | |

PROFESSIONAL AFFILIATIONS

- Revenue Enablement Society participant, sharing practical approaches for seller coaching and program measurement.
- Fintech professional network member, engaging with payments, foreign exchange, and cross border commerce practitioners.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST