

JOHN MARQUEZ CAAGOY

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SUMMARY

Experienced Sales Account Executive/BDE with a track record of success in sales and client management. Proficient in developing and executing sales strategies, identifying new business opportunities, and building strong relationships with clients. With 7 years of experience in Inside Sales and over 7 years of experience in SAAS selling exposure. Proficient in communication, negotiation, and problem-solving. Dedicated to delivering exceptional service and driving business growth.

WORK EXPERIENCE

C2H -SalesDevelopment Representative

July 22,2024 – October 12,2024

Lead Generation company providing leads to IT Distributors and vendors.

- Developed a strong understanding of the company's lead generation and intent solutions, enhancing the effectiveness of outreach strategies.
- Analyzed targeted accounts to identify key prospects and established criteria for recognizing both ideal and non-ideal clients.
- Conducted outreach through email, LinkedIn, and phone, utilizing a structured approach to maintain consistent contact with potential clients.
- Using LinkedIn and LinkedIn Sales Navigator for prospecting and relationship building
- Set and achieved daily activity targets, contributing to a robust pipeline of leads and meetings.
- Collaborated with management through weekly 1:1 sessions to assess performance metrics and refine strategies for meeting generation goals.
- Extensive in outbound sales, focusing on the American markets.

- Use customer relationship management (CRM) software to manage leads and sales activities
- Stay up to date on market trends, competition, and industry developments
- Provide regular reports on sales activities and results to management.

Tools : Siebel, LinkedIn Sales Navigator, Cisco soft phone, Outlook.

Concentrix CVG Philippines, Inc.

Sales Advisor 1 (TD Synnex)

August 15, 2022- May 18, 2024.

IT Distribution

- Accountable for all aspects of the sales cycle including prospecting, generating and issuing quotes and proposals, initiating product evaluations, and negotiating contracts
- Managing one territory that has over 160 buying reseller accounts. I am nurturing these accounts by calling them to do business development calls and identifying more business opportunities. and improving their reseller experience.
- Do prospecting other businesses and closing accounts that are no longer purchasing. Using various channels to do skip tracing for prospecting purposes.
- Follow-up leads to nurturing relationships, addressing concerns, and moving them through the sales funnel.

Tools: Salesforce, LinkedIn Sales Navigator, Bria soft phone, Outlook.

Microsourcing Philippines

Sales Development Representative

February 2022 - August 2022

VOIP

- Spearheaded sales development initiatives, driving lead generation and contributing to revenue growth.
- Developed and executed strategies to identify and qualify potential clients, resulting in successful sales conversions

- Build strong relationships with identified prospects, understanding their business needs and how our product can benefit them.
- Outbound calling to set up appointments to our local AE's. Handling objections and making sure to speak with the Decision Maker or the person who is part of the decision-making.

Tools: Hubspot, Zoominfo, Phoneburner, Outlook.

FPS Inc Philippines

Business Development Manager

June 29 2020 - January 2022

VOIP

- B2B cold calling campaign, purely outbound calls. Prospecting new leads provided by the vendor and also doing lead mining using several channels.
- Doing skip tracing in finding the person of interest or the point of contact.
- Qualifying leads through cold calling and asking probing questions and problem questions pressing concerns about their current business phone setup.
- Prepare compelling presentations and materials to showcase the company's offerings.
- Assessing business continuity plan in terms of their phone service and making sure their business expectations are met. Solution-based selling and consultative approach.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Generated new business with marketing initiatives and strategic plans

Tools: Hubspot, Zoominfo, Phoneburner and Outlook.

EXL Philippines

Sales Account Executive

October 2, 2017 – January 2020

Logistics

- Handled B2B accounts, Purely outbound campaigns, and end-to-end sales. Prospecting new leads and lead mining through various channels.

- Make sure to look for the person of interest or the point of contact. Qualifying leads through cold calling asking probing question doing pricing comparison, quoting and consultative selling.
- Finding new customers: Use cold calls, emails, trade shows, and mailing lists to find new sales opportunities
- Researching customers: Learn about potential customers' needs, business, and competitors
- Communicating with customers: Answer questions, resolve concerns, and build relationships
- Demonstrating products: Show how products work to increase sales
- Successfully maintain good relationships with newly acquired clients.
- Prepare compelling presentations and materials to showcase the company's offerings.
- Negotiating sales: Negotiate sales terms and customized packages
- Following up with customers: Make follow-up calls to assess customer needs and discuss solutions
- Maintaining records: Maintain customer and sales records
- Staying informed: Keep up to date on product and service information

Tools: Hubspot, Zoominfo, Cisco softphones, Outlook 365 Dynamics.

Teletech

Number Porting Specialist

May 26, 2016 – June 12, 2017

Telco

- Handles inbound and outbound calls, and queries on their phone numbers not being transferred completely. Activating pending requests in portability queue.
- Data verification: Checking customer details for accuracy to ensure correct porting to the new carrier.
- Carrier communication: Interacting with other carriers through designated portals to submit porting orders and resolve any issues related to the transfer.
- Order tracking: Monitoring the status of porting orders and providing updates to customers regarding their number transfer.

- Customer support: Addressing customer inquiries and concerns regarding the porting process.
- Completing information to process requests. Calling the previous Network provider to complete the process. Up-selling promotion plan or bundle plan to customer based on their needs and data usage.

Tools: Salesforce, LinkedIn Sales Navigator, Sprint Phone System, Outlook.

Educational Background

Bachelor of Science in Secondary Education Major in

Mathematics Polytechnic University of the Philippines

Maragondon Branch, Cavite 2012-2016