Amanda Lefebvre

Territory Sales Representative | Inside Sales Representative

CONTACT

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(780) 555-0161
Edmonton, AB

SKILLS

Territory management · Outside sales · Account growth · Consultative selling · Contract negotiation · Salesforce · Quoting and pricing · Tender responses · Trade show prospecting · Product training for customers · Forecasting · Safety equipment and PPE

EDUCATION

Diploma, Business Administration (Marketing)
North Saskatchewan Polytechnic
2020

CERTIFICATIONS

· Certified Sales Professional (CSP), Canadian Professional Sales Association

PROFESSIONAL SUMMARY

Territory sales representative with six years selling industrial supplies and safety equipment to contractors, oilfield services and municipalities across northern Alberta. Manages a $4.2 million book, grows existing accounts and opens new ones through site visits and trade shows. Consistent quota performer and President's Club winner.

PROFESSIONAL EXPERIENCE

Territory Sales Representative
Mar 2022 — Present

Northern Plains Industrial Supply · Edmonton, AB

- Manage 140 accounts and a $4.2 million annual territory, finishing at 112% of quota in 2025 and earning President's Club.
- Won a three-year PPE supply agreement with a regional municipality through a public tender, adding about $600,000 in annual revenue.
- Grew the top 20 accounts by 18% year over year by running on-site safety product clinics and building quarterly reorder plans with site managers.
- Maintain a forecast in Salesforce within 10% of actual each quarter, which the regional manager uses to plan inventory with the branch.

Inside Sales Representative
Jun 2020 — Feb 2022

Northern Plains Industrial Supply · Edmonton, AB

- Handled phone and email orders for 300 small contractor accounts, quoting products and finding substitutions during supply shortages.
- Converted 45 one-time buyers into repeat accounts by following up after every first order and setting up online ordering for them.
- Supported three outside reps with quotes and order tracking, then took over their smallest accounts when promoted.