Amanda Lefebvre

Territory Sales Representative | Inside Sales Representative

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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.

EDUCATION

Diploma, Business Administration (Marketing) — North Saskatchewan Polytechnic *2020*

SKILLS

Technical: 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

Certifications: Certified Sales Professional (CSP), Canadian Professional Sales Association