

BRANDON HAYES

Sales Manager | Team Leadership, Pipeline & Revenue Growth

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SUMMARY

Sales Manager with 3.5 years of B2B technology sales experience, including 2+ years leading a team of 8 account executives. Grew team revenue from \$5.2M to \$8.1M, achieved 124% of quota, and reduced rep turnover to 8%. Skilled in coaching, forecasting, pipeline management, and Salesforce; experienced with MEDDIC and consultative selling.

CORE SKILLS

Sales Leadership: Team Coaching, Hiring & Onboarding, Quota Setting, Territory Planning, Forecasting, Pipeline Reviews, Performance Management, Compensation Planning

Selling & Strategy: Consultative Selling, MEDDIC, Negotiation, Key Account Management, Go-to-Market Planning, Sales Enablement

Tools: Salesforce, HubSpot, Gong, Outreach, Clari, LinkedIn Sales Navigator, Excel, Tableau

EXPERIENCE

Sales Manager

Jan 2024 – Present

Music City Cloud Solutions — Nashville, TN

- Lead 8 account executives selling cloud software to mid-market accounts; grew team revenue from \$5.2M to \$8.1M (156%) and hit 124% of quota.
- Reduced rep turnover from 25% to 8% by introducing structured onboarding, weekly coaching, and clear career paths.
- Improved forecast accuracy to 93% through disciplined weekly pipeline reviews and deal-inspection frameworks.
- Shortened average sales cycle from 74 to 58 days by implementing MEDDIC qualification and mutual action plans.
- Hired and ramped 6 new reps with average time to first deal under 70 days.

Senior Account Executive

Jul 2022 – Dec 2023

Cumberland Software Group — Nashville, TN

- Closed \$2.9M in new business over 18 months, exceeding quota in 5 of 6 quarters.
- Ranked #2 of 24 account executives in 2023 and earned President's Club.
- Mentored 4 new reps and led weekly call-review sessions that improved team win rate by 6 points.

AWARDS

Sales Manager of the Year 2024; President's Club 2023; Top Team Revenue Growth FY2024.

EDUCATION

Bachelor of Business Administration in Marketing

Belmont University — Nashville, TN
2022 | GPA 3.4

CERTIFICATIONS

- MEDDIC Sales Methodology Certified
- Salesforce Certified Administrator
- Sandler Sales Leadership Training