

Neal Lawrence

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SENIOR SALES MANAGEMENT

Expertise in telecommunications on both regional and national levels

PROFILE

Consummate **sales executive** recognized for ability to build, guide, and sustain successful sales teams. Time and again, present proven accomplishments within the highly competitive telecommunications and wireless industries. At ease interfacing with, establishing, and maintaining excellent relationships with the world's largest organizations, including AT&T, Verizon, and Bell South, among others. Thoroughly familiar with wireless communications, manufacturing, and distribution processes.

Areas of Expertise

- Territory / Account Development and Management
- Product Launch
- Marketing Collateral
- Trade Show Presentations
- Build-to-Suit, Co-location, and Sale/Lease Back Agreements
- Contract Negotiations
- Public Relations
- Staff Supervision
- Team Building, Coaching, and Mentoring
- Needs Assessment
- Customer Service

CAREER HIGHLIGHTS

CALVIN INSTRUMENT COMPANY — Raleigh, NC
(Among the largest manufacturers of steel infrastructure products in the US, selling to the telecommunications industry.)

MIDWEST REGIONAL MANAGER, 1999 – present

Direct customer service, sales, purchasing, and distribution for \$25 million, 10-state region, which encompasses Illinois, Indiana, Ohio, Minnesota, Wisconsin, Kansas, Arkansas, Michigan, Missouri, and Iowa. Supervise and train staff of five customer service representatives, and work closely with three engineers to promote, sell, and service product line throughout region. Oversee key account relationships with SBC, BellSouth, Verizon, and Qwest, among others.

Select Accomplishments:

- Secured \$10 million account to provide hardware and rack and stack services to SBC. Closed deal as a result of relationship building and meeting stringent conditions sought by SBC, through several quality audits.
- The Midwest region **ranked 2nd** out of five nationwide, in revenue, for both 2000 and 2001.

UNI GROUP — Boston, MA

(Largest non-RBOC owner of wireless towers in the US, employing 3,000 nationwide. Acquired by Towers, Inc. in 1998.)

NATIONAL SALES MANAGER, 1998 – 1999

Key player in developing relationships with national wireless carriers such as AT&T, Sprint, Ameritech, and Nextel in an effort to obtain Build-to-Suit, Co-location and Sale/Lease Back contracts on a national level. Personally conducted assessment interviews with prospective clients to identify needs and formulate appropriate solutions.

CAREER HIGHLIGHTS

UNI GROUP *(continued...)*

Select Accomplishments:

- Attained multi-million dollar contract with AT&T, which involved placement of 300 antennas by AT&T at 300 of Tower's sites. Contract terms specified rent of \$1,200 to \$3,000 monthly at each of the 300 sites, for a period of 15 years. Contract was largest in UNI Group's history and instrumental in peaking Tower's interest in UNI Group.
- Developed marketing collateral and coordinated UNI Group's participation at the two largest wireless conventions.

BESTCO — Jacksonville, FL

(PCS company providing wireless services in the Southeast and Midwest US. Presently wholly owned subsidiary of Verizon.)

CORPORATE ACCOUNT MANAGER, 1996 – 1998

Targeted and sold high revenue corporate customers in vertical markets comprised of law firms, hospitals, financial institutions, and communications companies. Networked extensively throughout the business community at industry trade shows. Supervised five account coordinators that provided ongoing service to new and existing accounts.

Select Accomplishments:

- Played key role in the largest wireless commercial launch in history of the industry, covering 11 national markets, including the state of Florida.
- Ranked in **top 10%** of all corporate account executives for 1997.

MOBILTEL (A TeleSouth Company) — Tampa, FL

(National provider of wireless data and paging services.)

MAJOR ACCOUNT EXECUTIVE, 1995 – 1996

SALES REPRESENTATIVE, 1994 – 1995

SALES ASSOCIATE, 1993 – 1994

Progressed rapidly in recognition of outstanding performance in sales and account management. Initially provided retail customer service and ultimately advanced to oversight of all major accounts within the state of Florida. Served as corporate liaison for training sales representatives on sales techniques, new technologies, and product launches.

Select Accomplishments:

- Placed within top **10% of 125** major account executives, nationwide, in 1996.
- **1st** among Jacksonville sales representatives in 1995.

EDUCATION

PROFESSIONAL DEVELOPMENT

- **STRATEGIC SELLING**, Newton Instrument Company
- **EAGLE SALES SYSTEM**, PrimeCo
- Product Training on **CDMA** and **WIRELESS TECHNOLOGY**, PrimeCo

GEORGIA SOUTHERN UNIVERSITY — Statesboro, GA

BA, MARKETING, 1993

RIVERSIDE MILITARY ACADEMY — Gainesville, GA

ACADEMIC DIPLOMA, 1989