



Bob D. Stafford

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Technology Sales, Business Development, and Customer Success professional with over 14 years direct experience. History partnering with small to large business, to develop, sell, and service impactful technology solutions. Experience identifying and onboarding new clients, expanding contracts with current clients, and maintaining high levels of customer satisfaction. Proven track record of surpassing sales quotas, winning recurring new contacts, and growing referrals. Earned Bachelor's Degree in Information Systems with a concentration in Marketing.

- Customer Success, Client Services
- Account Management
- Client Retention
- New Business Development
- Account Support
- Problem Resolution
- Vendor Relations
- Technology Sales
- Salesforce CRM, MS Office
- Written and Oral Communication

Professional Experience

Stay At Home Dad

Jan. 2018 – Present

Senior Client Success Manager

Lytx, San Diego, CA

Aug. 2017 – Jan. 2018

- Partnered with Lytx post-deployment nationwide trucking clients to support and optimize cloud based real-time technology solutions, in-truck event recorders, including fleet tracking and telematics solutions.
- Organized and hosted bi-weekly Webex online conference call meetings with national and regional safety leaders on program status, key performance indicators, fleet management, driver risk management and safety, software training, and many additional services.
- Served as a main point of contact and client advocate to provide ongoing program usefulness. Responsible for optimizing technology needs and to continually develop the most impactful solutions.

Account Executive, Outside Sales

Cox Business, San Diego, CA

April 2014 – Dec. 2016

- Partnered with businesses in San Diego to develop, sell, and support enterprise technology solutions, including internet and telephone services; responsible for managing sales actions, overseeing installation process, and following up with clients to ensure total satisfaction and resolve outstanding issues.
- Actively identified new prospects, utilizing internet research, personal networking, cold calling, and market analysis to pinpoint customers who could most benefit for upgraded services; record all information and communications in centralized CRM database, Salesforce, maintaining sales pipeline and forecast data for delivery to management.
- Managed full cycle sales process for each account, following up with cold prospects, upselling current accounts, and negotiating and closing final contracts; system allowed for higher closing of sales, achieving over 110% of quota.
- Personally met with prospective customers and C-Level executives in person and over the phone to assess technology needs, serve as customer advocate to develop most impactful solutions, and deliver final proposal.
- Completed contract management process, ensuring all 50 line items were correct and confirmed. Partnered with internal financing, engineers, and installation teams to lead smooth contract process; solidified overall customer satisfaction, decreased total contract processing times, and earned a 95% first time acceptance rate on all contracts.
- Selected to test new wireless tablet-based field sales tools, utilized technology to more accurately assess customer needs while increasing proposal impact; documented outcomes for management, and assisted in purchase decision.

Account Executive, Inside Sales

Cox Business, San Diego, CA

April 2003 – April 2014

- Partnered with business and education clients to develop, sell, and support enterprise technology solutions; responsible for managing sales actions via phone, averaged 105% of sales quota, and held record for highest month at 197%.
- Served as main point of contact for customers throughout installation of new services, working with Installation, Customer Service, and Operations teams to ensure total customer satisfaction.
- Won "Salesperson of the Year" for maintaining 120% of sales quota and earning high remarks from customers.
- Selected by management to be trainer for new sales reps, focused on sales best practices, market research, CRM use, and overcoming objections; contributed to the growth of top sales reps, and their promotion to management.

Tier II Business and Residential Technical Support Representative

Cox Business, San Diego, CA

May 2000 – April 2003

Education

Bachelor of Science, Information Systems, concentration in Marketing, National University

Associate in Arts, Electronic Publishing, Graphic Design, Palomar College