

Seth R. Pearson

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Profile

Achievement-oriented, sales professional with diversified experience in account acquisition and retention, business-to-consumer sales, business-to-business sales, telecommunication, and financial planning/analysis. Accomplished in conveying the benefits of products/services and generating customer interest. Proven track record to learn, master, and sell new product offerings. Skilled at building rapport, establishing needs, and providing tailored solutions to individual situations. An organized self-starter who contributes both independently and as a team player. Desires success with a company offering potential for challenge and growth.

Experience

April 2018 – April 2019
Financial Representative

Northwestern Mutual

Newport Beach, CA

- Effectively communicated with prospects and clients the importance and value of having a proper financial strategy during the growth and distribution phases of life.
- Consistently demonstrated the daily work ethic required to fill a calendar that will allow me to stay 25 appointments ahead.
- Engaged and challenged prospects with thought-provoking questions to unearth the values and priorities of short, medium, and long-term goals.
- Exercised the strict Fiduciary Standard required of Financial Representatives in the Financial Planning industry.
- Collaborated with staff partners to develop a Personalized Planning Analysis (PPA) designed to meet and achieve the goals/priorities of prospects.
- Conducted in-person as well as GoTo Meetings with prospects to present the findings of their PPA and offer needs-based recommendations to satisfy those findings.
- Secured business and maintained open and consistent communication between the client, staff partners and underwriting through contract completion.

November 2014 – April 2018
Regional Sales Manager

Firestone Walker Brewing Co.

Paso Robles, CA

- Aggressively pursued new on & off-premise distribution in local Central Coast Market.
- Called on existing key accounts to retain/develop existing distribution, secure new distribution, make timely presentations and introduce new and “limited release” beers.
- Executed weekly on and off-premise promotions and periodic special events to generate brand awareness as well as secure new distribution within targeted accounts.
- Traveled to company sales meetings, participated in market blitzes in other territories, and worked with other members of the Firestone team to execute/achieve the sales plan.
- Effectively communicated with my Firestone Sales Managers, brewery personnel, distributor Branch Managers/Sales Managers and distributor Sales Team to achieve desired Quarterly volume and distribution goals.
- Completed necessary administrative reporting and communications on a timely basis.
- Regularly met or exceeded quarterly distribution and volume goals for my market.
- Maintained monthly sales/marketing budgets specific to market development and growth.

February 2012 – November 2014 **Cattaneo Bros., Inc.** **San Luis Obispo, CA**
Sales Representative/Regional Sales Manager

- Maintained managerial oversight of the sales, delivery, merchandising, and customer service of products in warehouse, chain, and convenience stores across the Central Coast.
- Fostered, grew, and maintained relationships with store owners, restaurant owners, managers, department heads, scan coordinators, receiving clerks, and employees.
- Hired, trained, mentored, and conducted regular sales meetings with sales representatives to ensure customer satisfaction, consistent brand message, and continued sales growth.
- Ran daily sales reports and communicated with the customer service, warehouse and production managers to coordinate the needs of the sales team.
- Communicated with corporate buyers and category managers when introducing new products, submitting price increases, and implementing promotions.
- Grew overall sales by acquiring new accounts and refreshing marketing/branding materials across numerous business segments.
- Coordinated, executed, and represented Cattaneo Bros. at specialty events on the Central Coast and across the state to strengthen the brand and grow sales.

February 2011 – November 2011 **Solar City, Corp.** **San Mateo, CA**
Solar Energy Consultant

- Prospected for and qualified leads to build a robust sales pipeline.
- Analyzed customer's current and projected electrical usage to effectively communicate the expected financial return on investment.
- Utilized online tools and conducted preliminary site evaluations to develop an initial system design.
- Generated project proposals/quotes for customers based on their goals/needs for the present and future.
- Maintained a clear understanding of contract agreements and was able to explain and review agreements with customers.
- Closed business and executed contracts with clients in their homes.
- Communicated well with project and design team throughout job completion.
- Fostered and maintained working relationships with Store Managers and Specialty Assistant Store Managers at The Home Depot warehouse locations on the Central Coast.
- Conducted regular Power Hour sessions as well as Solar Seminars to educate customers, generate overall interest, build a sales pipeline and secure business.

September 2008 – January 2011 **REC Solar, Inc.** **San Luis Obispo, CA**
Solar Information Specialist/Inside Sales Team Lead

- Fielded incoming calls and acted as the first point of contact for prospective clients as well as initiated calls to warm and cold leads to build a sales pipeline.
- Managed and tracked large volumes of incoming phone and internet leads in SalesForce CRM.
- Maintained thorough knowledge of the solar electric market conditions, rebate programs, federal incentives and electric utility rate schedules across 5 states.

- Simplified and explained complex concepts related to return on investment and other financial aspects of solar electric systems.
- Educated and explored the goals of prospective clients in a quick and efficient manner, while keying in on dominant buying signals and motives to drive sales.
- Executed a variety of other essential sales functions as group workload demanded, including assisting with marketing efforts and attending events as an REC Solar representative.

April 2006–September 2008
Personal Finance Representative

Washington Mutual Bank

Los Osos, CA

- Responsibilities included selling deposit products to customers, building new customer relationships through sales initiatives and telemarketing, cross-selling and providing referrals to other areas of the bank.
- Acted as the first point of contact for prospective clients, while initiating calls to existing customers to develop and maintain business relationships.
- Processed account changes, researched and resolved account-related problems, responded to customer inquiries, and assisted customers with account balancing.
- Assisted in developing marketing plans for both inside and outside banking sales to generate increased business for the branch.
- Mastered sales techniques and increased knowledge of complex product offerings, while adhering to current regulations, procedures, and banking policies.
- Analyzed and prepared loan transaction packages for preliminary approval or denial in accordance with bank guidelines.
- Assembled all required documentation for processing and underwriting on each transaction as well as prepared and presented all related loan details as required.

Education

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| 2000-2003 | California Polytechnic State University | San Luis Obispo, CA |
| | Environmental Horticultural Science | |

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| 1996-2000 | Cuesta College | San Luis Obispo, CA |
| | General Education | |

Certifications/Skills

Computer literate in Microsoft Outlook, Word, Excel, and PowerPoint.
Experience with Pyramis, Visual Banker, FC Dashboard/FC Web, Salesforce CRM, and QuickBooks.
Certified Cicerone Level 1
Life, Accident and Health Insurance License #0M24686

References

Available upon request.