
CARSON B. WILSON

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NATIONAL ACCOUNT EXECUTIVE

Top performing business-to-business sales executive with over 10 years of successful sales leadership in startup and territory expansion in commercial equipment sales. Demonstrated success in growing revenue and increasing market share. Recognized by peers as a true professional who can win “deals” with Fortune 500 Accounts. Strong history of individual sales accomplishments. Leads by example.

PROFESSIONAL STRENGTHS

- ❖ **Resourcefulness** – Seeks out opportunities, goes beyond the “call of duty,” finds ways to overcome barriers and to exceed expectations.
- ❖ **Persuasion** – Exhibits selling persuasiveness in complex financial business sectors.
- ❖ **Intelligence** – Possesses ability to understand and absorb new information rapidly.
- ❖ **Analytical** – Identifies brewing problems and opportunities. Analyzes problems in depth.
- ❖ **Likability** – Puts sales team and clients at ease. Builds and maintains trusting relationships with all constituencies (clients, associates, and professional organizations.)
- ❖ **Assertiveness** – Takes forceful stand on issues without being abrasive.
- ❖ **Communication** – Presents effectively one to one, to small groups, and in public speaking.
- ❖ **Negotiation** – Achieves favorable outcomes in win/win negotiations, especially when calling on client C Level officers.
- ❖ **Excellence** – Sets high standards of performance for self and all members of territory staff.
- ❖ **Customer Focus** – Regularly monitors customer satisfaction and sees to maintaining positive relationships.

WORK EXPERIENCE

Standard Business Services Corporation (Nasdaq:SBSC) 1997 – 2009
Leader in equipment financing. A Fortune Magazine 500 small-medium company to watch.

DIRECTOR OF BUSINESS DEVELOPMENT | Denver, CO 2004 - 2009

Initial investor, charter member of Standard Business Services Corporation, August 1997.

Promoted to Director of Business Development with objective of expanding Western Regional Sales and concentrating on large account capture.

- ❖ Report to CEO, COO and Senior VP of Sales.
- ❖ Speaker/presenter at industry trade conferences.
- ❖ National trainer, on-site /online to all management departments, up to 100+ participants.
- ❖ Position requires 65% travel to customer sites and branch offices.

Key Accomplishments

- ❖ Created sales team that generated \$50 MM annually in NJ, GA, IL, UT & CO. Team consistently created and implemented commercial lease programs for Fortune 500 Companies.
- ❖ Individually generated \$13.8 MM in new lease originations to key accounts: Kawasaki, Intuit, Honeywell, Brinks Security.
- ❖ Consistently performed at 125% of sales goals.
- ❖ Elected as at-large member of the MOC (Management Operating Committee).
- ❖ Increased national account individual sales targets from \$750k annually to \$2 million.

CONTINUED

Standard Business Services Corporation *continued***DIRECTOR OF SALES** | Denver, CO 1999 – 2004

Relocated to Colorado to open 1st SBSC branch office. Success of this 15-person office established the template for additional offices over the next 10 years.

- ❖ Set sales standards, controlled office procedures, managed operating budget.
- ❖ Maintained individual sales revenue responsibility.
- ❖ Coordinated Western US trade show exhibits and appearances.

Key Accomplishments

- ❖ Produced sales revenues to \$2 million a month in maiden territory.
- ❖ Established the highest company-wide credit approval percentage (69%) in 3 years.
- ❖ Quickly captured 22% market share in the US Western territory.

SENIOR ACCOUNT EXECUTIVE | Mount Laurel, NJ 1997-1999

- ❖ Prospected into senior management clients to include C Level Offers in Security, Medical, Technology, Industrial, Telecommunications, Software sectors.
- ❖ Consistently exceeded sales quotas on a monthly, quarterly and annual basis.

Key Accomplishments

- ❖ 1999 Voted by peers as “Mentor of the Year.”
- ❖ 1997-1999 Presidents Club for Top Sales Performer.
- ❖ Averaged 75 sales and \$1.7M in equipment financing volume on a monthly basis.

Absco Finance Corporation | Denver, CO 1995 – 1997**WESTERN U.S. REGIONAL MANAGER**

- ❖ Reported to executive management in Los Angeles, CA.
- ❖ Prospected and closed between 10 to 15 new dealer agreements per month within the following business sectors: Security, Restaurant, Medical, and Industrial.
- ❖ Exhibited, presented and spoke at nationally recognized trade shows.
- ❖ Achieved 117% of sales goals.
- ❖ Originated \$300,000-\$400,000 a month in subordinated sales contracts.

Ajax Business Services, Corporation (NASDAQ: ADVNA) | Voorhees, NJ 1992 - 1995*Major credit card issuer & commercial equipment financing in small business market - (\$8 B in assets)***SALES MANAGER RETAIL SERVICES** | Rockford, NJ.

- ❖ Reported directly to Vice President of Retail Sales
- ❖ Exceeded monthly sales quotas regularly **by 100+%. Average lease originations/sales were \$420,000 a month with a quota/goal of \$250,000 per month**
- ❖ Supervised, trained, and motivated eight sales representatives.
- ❖ Serviced and maintained close contact with all major account clients.

SALES REPRESENTATIVE

- ❖ Sold to a diverse equipment marketplace with price points from \$1,000 to \$300,000
- ❖ Established client base, from scratch to over 300 accounts.
- ❖ Established and maintained company’s largest account valued at \$325,000 per month.

Bell South Corporation / Bakersfield Cellular | Bakersfield, CA 1991 - 1992**SENIOR SALES REPRESENTATIVE**

- ❖ Sold cellular phone systems to municipalities, oil companies, and local businesses.
- ❖ Secured and maintained several large accounts: Bakersfield Municipal Airport, Halliburton (NYSE:HAL), Bakersfield Dodgers (Los Angeles Dodgers affiliate).

EDUCATION AND AFFILIATIONS

Pittsburg University, Pittsburg, PA

BS – Business Administration 1991

Member American Management Association