

CRAIG CAMPBELL

B2B Sales Professional

Intrapreneurial results-driven sales practitioner ready to create top-line revenue and improve EBITA by applying Solution Selling, Consultative Selling, and Strategic Selling.

My numbers profitable. My results telling. My record proven. My attitude positive. My thinking big. My goals clear. My people skills valuable. My instincts trusted. My sales ability deep. My marketing background wide. My sales planning sharp. My business acumen keen. My growth strategies useful. My confidence high.



SELLING SOLUTIONS

LYCONET MARKETING AGENCY

01.14 - Current

Loyalty + Rewards

A cooperation partner of myWorld International Limited

INDEPENDENT MARKETER - London/Barrie, ON

- Help Loyalty Merchants find, keep and reward shoppers for life by leveraging myWorld International community, currently attracting 15,000,000 members in 55 markets.
- Enable Partners to reallocate marketing spend, reduce financial risk, improve cash flow, build residual income and monetize current clientele.
- Empower Merchants to weaponize global exposure, business listing, existing networks, a cosmopolitan community, benefit program, Cashback, shopping points and marketing bonuses.
- Ensure Partners access myWorld Partner programs and apps for robust data analytics, customer intelligence, CRM, e-commerce integration, client acquisition, targeted marketing, personalized campaigns / outreach, including custom loyalty cards.

WATT SOLUTIONS

03.05 - 12.13

Omni-Channel Media, Fulfillment, Data Solutions Variable Data Print 1-2-1 Marketing

BUSINESS DEVELOPMENT MANAGER - London, ON

- 30% corporate revenue increase - 100% new business. 2.75+ MM new revenue. Smashed annual expectations; up to 195%.
- Initiated, created & developed alliances with 3rd party media experts, offering full-service client-focused solutions; ROI of 400+%.
- Managed client's budgets; proving ROMI & ROI KPI's. Lead channel partners; ensuring healthy margins and gross profit - including campaign specifications, project/program management and establishing long-term, business-critical relationships.

KEYCONTACT

07.03 - 03.05

Digital Print, Direct Mail, Contact Centre, Fulfillment, Data Solutions

BUSINESS DEVELOPMENT REPRESENTATIVE - London, ON

- 15% corporate revenue increase (2004) which included a 22% & 19% revenue increase for both Lettershop and Contact Centre.
- Generated over 40 new accounts within first 12 months using strategic prospecting; scheduled 12 - 1st appointments to 20 cold calls, crafting bespoke presentations – closing ratio: over 50%.
- Successfully secured numerous high-value clients; specifically London Hydro - profitable revenue of \$500,000.

POLLOCK NATIONALEASE*

01.01 - 09.02

Commercial Transportation: Full-service Truck Leasing, Rentals, Dedicated Logistics Maintenance Programs

*currently Ryder

REGIONAL ACCOUNT MANAGER - London/Kitchener, ON

- \$700,000 in new revenue – new territory.
- Recruited from Loomis Courier to start and develop new territory.
- Crafted transportation solutions; full-service truck leasing (incl. vehicle specification, configuration, financing, acquisition and disposal) maintenance programs & truck rentals.
- Adapted seamlessly to technically intensive industry. Designed solutions to clients' unique needs resulting in right-sizing, smart fleet management while reducing capital spend and decreasing expenses.

NUMBERS

\$10,000,000⁺

Employer Generated Revenue

\$2,000,000⁺

Profit Created - Based on 20% Margins

100[%]

Business Development - Watt / Lyconet

30[%]

Corporate Revenue Increase - Watt

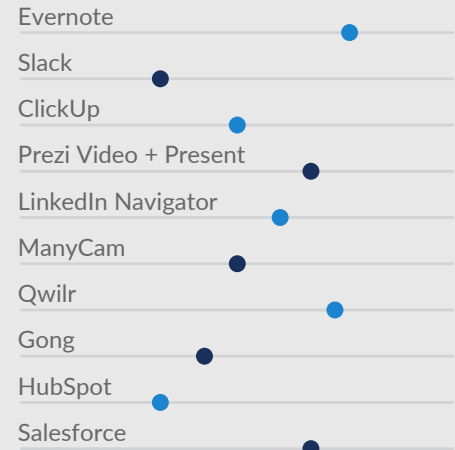
\$500,000

London Hydro Contract - KeyContact

\$600,000

Sales Pipeline - Loomis Courier

TOOLS





SALES CONTINUED

WORLD-CLASS TRAINING

- Strategic Selling – Miller Heiman Group. Sales strategies for identifying decision-makers, uncovering motives, preventing sabotage, creating C-Suite excitement, and maneuvering complex corporate labyrinths.
- The Counselor Salesperson – Wilson Learning. Improving buying experiences using Consultative Selling / Problem-Solving Mindset. A win-win approach for every process stage; Relating, Discovering, Advocating, and Supporting.
- Prospect Management – DEI Sales Systems. Managing prospects, pipelines, and processes; moving businesses through stages applying time allocation, cold-calling techniques, selling skills, sales tactics, scripting, objection handling and the close.

HIGHLIGHTS

- Hunter with strong work ethic. 10,000+ cold calls executed. Logged 30,000+ hours - prospecting, meetings, presentations.
- \$634.00+ over daily quota equating to \$ 230,000+ in new revenue. 16th out of 90 National Sales Representatives, Account Managers and Business Development Managers. – Loomis Courier
- Initiated sales process and negotiations resulting in \$600,000+ in new revenue. Recognized for effective public speaking; Winner of business plan presentation. – Loomis Courier



PROFESSIONAL EXPERIENCE

MARKETING KNOWLEDGE

- Omni-Channel media marketing; pURLs and / or gURLs, email, SMS, mobile with personal QR codes, video, direct mail, social media, Facebook integration, Send-to-a-Friend, e-commerce, geocoding, map routing, and real-time reporting.
- RFM marketing, conditional logic (PlantPress Suite), PSYTE/G5 Mosaics - psycho/geo demographic profiling, data-driven marketing, data mining, hygiene, and list brokerage.
- Marketing Automation, Augmented Reality, Variable Imagery, Online Storefronts, Web-to-Print, Personalized Video (PrintShop Mail, DirectSmile, XMPie, PageFlex, Mindfire).

CLIENTS & INDUSTRIES SERVED

- Royal CDN Mint, VON Canada, City of London, Aktiv Kaptial, Bradford Exchange, Vicwest, TD Canada Trust, Blackberry, Stratford Festival, Stihl, Union Gas, London Life.
- Education, Not-for-profits, Retail, Manufacturing, Advertising Agencies, Transportation, Printers, Healthcare.

DELIVERABLES

- Created marketing tools, presentations, business cases and bespoke marketing proposals. - Watt Solutions
- Initiated, created & developed alliances with 3rd party experts; marketed as Direct Marketing Works. - KeyContact
- Managed self-promotion campaigns and sales planning. Provided strategic direction to Account Managers. - Watt Solutions
- Instituted and managed Account Management team w/ Omni-Channel media: pricing model, proposals / presentations, go-to-market strategies and tactics. - Watt Solutions



EDUCATION

- 09.94 - 05.95 • **WESTERVELT COLLEGE** - London, ON
LAW ENFORCEMENT: Top Academic Achievement
- 09.00 - 04.92 • **TYNDALE UNIVERSITY** - Toronto, ON
BACHELOR OF RELIGIOUS EDUCATION



SELF-EDUCATION

PERSONAL DEVELOPMENT

- High-Trust Selling - Todd Duncan | The New Psycho-Cybernetics - Maxwell Maltz | Zero Resistance Selling - Maxwell Maltz | Think and Grow Rich - Napoleon Hill | The Magic of Thinking of Big - David Schwartz | New Cold Call Again - Frank Rumbauskas Jr. | See You At The Top - Zig Ziglar | Psychology of Achievement - Brian Tracy | Unshakeable - Tony Robbins | Awaken the Giant Within - Tony Robbins

KNOWLEDGE

Loyalty + Rewards

1-2-1 Marketing

Omni-Channel Media

Marketing Automation

Print (Press/Variable/Digital)

Fulfillment (Promail/3PF)

Contact Centre

Advertising

Logistics + Courier

Full-Service Truck Leasing

SKILLS

Business Development ✓✓✓✓✓

Sales Cycle Management ✓✓✓✓✓

Territory & Account Planning ✓✓✓✓✓

Social Selling ✓✓✓✓✓

Technical Sales ✓✓✓✓✓

Virtual Selling ✓✓✓✓✓

Proposal Writing ✓✓✓✓✓

Presentations ✓✓✓✓✓

Negotiations ✓✓✓✓✓

Winning Business ✓✓✓✓✓

ATTRIBUTES



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