JULIAN MERCER

B2B SALES REPRESENTATIVE

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PROFESSIONAL SUMMARY

B2B Sales Representative with 6+ years in research and advisory subscription sales, selling six-figure annual contracts to technology and finance leaders. Runs multi-stakeholder deals from first call to signature and uses data from CRM to focus on the best accounts. Strong at renewals and expansion.

PROFESSIONAL EXPERIENCE

Account Executive Jan 2023 - Present
Gartner, Fort Myers, FL

- Sell research and advisory subscriptions to IT and finance executives, carrying a $1.2 million annual quota across 70 accounts.
- Closed 112% of quota in 2025 and ranked second on a team of nine by landing four deals above $150,000.
- Shortened enterprise deal cycles from 120 to 95 days by identifying the economic buyer and securing a champion before sending proposals.
- Ran discovery with CIOs and CFOs to tie subscription value to their stated priorities, growing average contract value by about 16%.
- Renewed 94% of the customer book in a year by holding quarterly value reviews with account stakeholders.
- Forecast pipeline weekly in Salesforce with accuracy within 8%, and flagged at-risk deals early to my manager.
- Mentored two newer account executives on discovery questions and proposal structure.

Associate Account Executive Jun 2020 - Dec 2022

- Made 70 outbound calls and emails a day to mid-market prospects, booking about 15 qualified meetings a month.
- Closed $520,000 in first-year new business and was promoted after 30 months, six months ahead of the typical track.
- Wrote tailored outreach built on public company news and hiring signals, lifting reply rates from 6% to 11%.
- Partnered with research analysts to prepare executive briefings that moved stalled deals forward.
- Presented onboarding calls to new clients, helping them use the research portal within the first month and supporting early renewals.

Business Development Representative Jul 2018 - May 2020
Oracle NetSuite, Austin, TX

- Qualified inbound leads and generated 20 sales opportunities a quarter for field account executives.
- Tested three email subject-line variations and used the winner to raise open rates by 9 points.
- Maintained complete CRM records for all contacts, improving lead handoff quality scores.
- Researched target accounts by org chart and recent announcements before each call, keeping outreach specific.

CORE SKILLS

Enterprise B2B selling | Discovery and multi-threading | Pipeline forecasting | Salesforce CRM | Outbound prospecting | Executive-level communication | Contract negotiation | Renewal and expansion selling | Value-based messaging | Proposal writing | LinkedIn Sales Navigator | Territory and account planning | Cross-team collaboration

EDUCATION

Bachelor of Arts in Communication, Florida Gulf Coast University, Fort Myers, FL

CERTIFICATIONS

Salesforce Certified Sales Representative | HubSpot Sales Software Certification