JULIAN MERCER

OUTSIDE SALES REPRESENTATIVE

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PROFESSIONAL SUMMARY

Outside Sales Representative with 10+ years selling uniforms, facility services, and supplies to local businesses across the Carolinas. Builds territory plans, wins new accounts through in-person prospecting, and grows existing customers through service reviews. Consistently exceeds new-business quotas.

PROFESSIONAL EXPERIENCE

Outside Sales Representative Mar 2021 - Present
Cintas, Charlotte, NC

- Manage a territory of about 220 accounts and add 4 to 6 new business customers a month through on-site prospecting.
- Closed $640,000 in new annual revenue in 2025, finishing at 118% of quota and ranking third of 22 in the district.
- Grew average revenue per account about 14% by presenting first aid, restroom, and safety add-ons during service reviews.
- Planned weekly call routes by geography and prior visit dates, adding about five more calls per week.
- Built a referral approach with three local property managers that produced about 20 qualified leads in a year.
- Logged every visit and next step in Salesforce so forecast accuracy stayed within 10% each month.
- Ran quarterly customer events with the service team that renewed six at-risk accounts.

Account Manager Jun 2018 - Feb 2021
Fastenal, Greensboro, NC

- Managed 85 industrial customers, recommending inventory vending and fastener programs that cut stockouts on their lines.
- Won 12 new manufacturing accounts in two years by walking plants, meeting maintenance supervisors, and leaving samples.
- Resolved delivery and billing issues within a day and kept customer retention above 95%.
- Presented quarterly business reviews showing savings and usage trends for the five largest accounts.
- Tracked competitor pricing at the local plants I covered and used it to defend three contracts at renewal.
- Introduced a one-page plant safety checklist during site visits that opened conversations with facility managers and led to four new first-aid and safety supply contracts.

Sales Management Trainee Jul 2016 - May 2018
Enterprise Rent-A-Car, Raleigh, NC

- Called on body shops and insurance agents, creating a referral pipeline that grew branch rental volume by about 10%.
- Completed a management training program covering customer service, sales, and branch finance.

CORE SKILLS

Territory planning | Cold prospecting | Account management | Consultative selling | Needs analysis | Objection handling | Quote and proposal preparation | Salesforce CRM | Pipeline forecasting | Customer retention | Upselling and cross-selling | Negotiation | Time management

EDUCATION

Bachelor of Business Administration, University of North Carolina at Charlotte, Charlotte, NC

CERTIFICATIONS

Certified Professional Salesperson (CPSP), National Association of Sales Professionals | HubSpot Sales Software Certification