JULIAN MERCER

SALES MANAGER

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PROFESSIONAL SUMMARY

Sales Manager with 9+ years leading B2B software sales teams through coaching, pipeline inspection, and disciplined forecasting. Builds repeatable sales motions, develops reps into consistent quota attainers, and partners with marketing and operations to hit targets.

PROFESSIONAL EXPERIENCE

Sales Manager, Mid-Market Feb 2022 - Present
Salesforce, Chicago, IL

- Led a team of nine account executives to 112% of annual quota, with seven of nine reps above 90% attainment.
- Introduced weekly pipeline inspections and deal-stage exit criteria, improving forecast accuracy from 76% to 91%.
- Coached reps through call reviews and deal strategy sessions, shortening average sales cycle from 74 to 61 days.
- Hired and onboarded four account executives with a 30-60-90 day plan, reaching full productivity in under five months.
- Partnered with marketing on account-based plays that sourced $3.2M in new pipeline over two quarters.
- Built a quarterly business review template for reps' top accounts, raising expansion pipeline from existing customers by 18%.
- Ran deal reviews on late-stage opportunities above $100K, helping reps recover six at-risk deals worth $740K.

Senior Account Executive Mar 2018 - Jan 2022
HubSpot, Cambridge, MA

- Closed $1.9M in annual new business, finishing at 118% of quota and ranking in the top ten percent of the region.
- Mentored five newer reps on discovery and negotiation, contributing to two promotions within a year.
- Built multithreaded relationships with finance and operations buyers, increasing average deal size 21%.
- Documented a competitive objection playbook that the team used in more than 60 late-stage deals.
- Led regional prospecting campaigns with sales development, sourcing 22 qualified meetings in one quarter.
- Shared win-loss lessons in monthly team meetings, helping peers improve first-call-to-demo conversion.

Account Executive Jul 2015 - Feb 2018
Oracle, Boston, MA

- Managed a territory of 140 mid-market accounts, delivering 104% of quota across three consecutive years.
- Qualified inbound leads with MEDDIC criteria, raising opportunity-to-close rate from 18% to 24%.
- Maintained clean opportunity data and next steps in CRM to support weekly forecast calls.
- Won two competitive evaluations by running structured discovery and executive-sponsor calls with finance buyers.

CORE SKILLS

Sales coaching | Pipeline management | Forecasting | Quota attainment | Hiring and onboarding | MEDDIC | Deal strategy | Salesforce CRM | Territory planning | Performance management | Negotiation | Account planning | Call coaching | Cross-functional partnership

EDUCATION

B.S. in Business Administration, University of Illinois Urbana-Champaign, Champaign, IL

CERTIFICATIONS

Sandler Sales Leadership Certificate | MEDDICC Practitioner