JULIAN MERCER

SALES REPRESENTATIVE

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PROFESSIONAL SUMMARY

Sales Representative with 5+ years selling office technology and managed print services to small and mid-sized businesses. Runs discovery calls and demos, builds quotes, and closes multi-year agreements. Averages 105% of quota and maintains clean CRM notes so handoffs to service teams are smooth.

PROFESSIONAL EXPERIENCE

Sales Representative Aug 2023 - Present
Konica Minolta Business Solutions, Atlanta, GA

- Sell copier, printer, and managed print contracts to small and mid-sized businesses, closing about 9 new agreements a quarter.
- Finished 2025 at 108% of a $750,000 annual quota by shifting focus to accounts with aging fleets and high page volumes.
- Shortened the average sales cycle from 48 to 39 days by completing a site walk-through and print audit at the first meeting.
- Prepared proposals comparing leasing and purchase options, helping customers cut printing spend by around 18%.
- Hand off closed deals to service and install teams with a checklist covering contacts, network details, and delivery date.
- Presented product comparison days for local clients, producing about eight qualified referrals per quarter.

Inside Sales Representative Jun 2021 - Jul 2023
Staples Business Advantage, Atlanta, GA

- Handled 60 outbound calls a day to offices and schools and booked about 12 qualified meetings a month for field sales.
- Converted 22% of inbound quote requests into orders by following up within two hours and offering bundled supplies.
- Grew a book of 140 accounts by 11% in a year through reorder reminders and category recommendations.
- Documented every call outcome in Salesforce, which kept the pipeline report accurate for the weekly forecast.
- Wrote a follow-up call guide for reorder reminders that the whole inside team adopted.

Retail Sales Associate Jan 2020 - May 2021
Best Buy, Marietta, GA

- Advised customers on laptops and home office equipment, achieving the highest attach rate for protection plans on the team.
- Recommended products by asking about use cases and budget first, and received consistent top-box survey scores.
- Handled returns and troubleshooting calmly, protecting customer relationships and repeat purchases.

CORE SKILLS

Consultative selling | Discovery and demos | Quote and proposal building | Contract negotiation | Lead qualification | Salesforce CRM | Cold calling | Pipeline management | Objection handling | Lease and finance options | Customer follow-up | Account growth | Territory research

EDUCATION

Bachelor of Business Administration, Georgia State University, Atlanta, GA

CERTIFICATIONS

Salesforce Certified Sales Representative | HubSpot Inbound Sales Certification