ZACH BRASWELL

Charleston, SC | 770-361-2775 |zbraswell48@gmail.com

Results-driven professional with 10+ years of experience in automotive retail, aftermarket accessory sales, and field operations. Proven ability to drive adoption of technical products, launch new locations, and lead cross-functional teams to exceed sales targets and deliver exceptional customer experiences.

EXPERIENCE

**Outside Sales Representative**

ABC Supply Co. | Charleston, SC | Nov. 2023 – Current

* Built and maintained strong relationships with contractor clients, achieving a 25% increase in repeat business in under six months.
* Developed and executed a strategic territory plan, adding 18 new accounts by leveraging field outreach and data-driven client targeting.
* Developed a reputation for reliable follow-up, technical product knowledge, and swift problem resolution.
* Act as liaison between client teams and operations, resolving installation, logistics, and product fitment issues to protect customer experience.
* Maintain CRM system and detailed logs to ensure transparency and continuity in account support.

**Store Development Specialist**

4 Wheel Parts | Charleston, SC | Nov. 2016 – Nov. 2023

* Promoted from sales associate to leadership and eventually to a specialized role on the national store development team.
* Led end to end launch of three new retail locations, including hiring, training, inventory planning, and sales strategy-achieving profitability within four months.
* Diagnosed and rectified service workflow problems and inventory inefficiencies in underperforming stores, improving turnaround and customer experience.
* Developed scalable training materials adopted by 100+ locations, focused on sales enablement, accessory installation, and customer engagement.
* Acted as primary point of contact for operational and technical support across four regional locations, resolving customer complaints and technical system issues.
* Delivered over $1M in annual accessory sales via consultative selling, deep product knowledge, and installation guidance.

SKILLS

* Automotive Sales Strategy
* Training and Development
* Customer Relationship Management
* Microsoft 365 & Salesforce
* Technical Product Knowledge
* Conflict Resolution & Problem Solving