

JOEY TILLIS

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Director of Sales

With 11 years of experience in sales and revenue management, I have led recruitment, optimized tech stacks, and exceeded sales goals, resulting in a successful multi-million-dollar capital raise. My expertise includes consultative selling, strategic coaching, and growth strategy development. Head of Sales in 2 roles from \$0m-\$1m+ ARR.

WORK EXPERIENCE

Speedpoint

01/2024 – Present

Director of Sales • Full-time

Remote

Founding Sales Leader with full ownership of the revenue department for a brand-new ERP in a Small to Medium Business market. Operating on limited capital, over-achieving sales goals was the driving force to raising additional capital and furthering product development. Responsible for designing, developing, and executing sales, marketing, and revOps strategies. \$0.00-\$1,000,000+ ARR within 8 months

- Identified Target Addressable Market (TAM), ran tests, and supplied CEO with sales projections and models to include in proforma (ARR, MRR, Churn, Overhead, Market Cap, etc). Resulting in a successful 2.5+ million dollar cap raise.
- Sourced lead list at no cost to the company, found, implemented, and utilized a tech stack under \$200/m (total). With only a slide deck, secured 10 beta testers for the software. Strategically selected each user to fit each possible client profile within our TAM, which led to discovering and defining our ICP.
- Within our first month live, hired, coached, and led a team to out-perform our optimistic proforma. 40 users sold against our 35 user target. Resulting in 143k in ARR.
- Designed and executed a growth strategy around our company burn-rate to maintain a lean and effective sales team, resulting in consistent high-level performance at a lower than industry-average cost per head count.

Stateline Diesel Performance

03/2023 – 01/2024

Sales Director

Rock Hill

- \$0-1.4M in gross revenue. Full ownership of the revenue department.
- Spearheaded recruitment and training initiatives for sales teams, achieving a 60% boost in revenue efficiency within 6 months through targeted skill development.
- Implemented new technology that enhanced forecasting accuracy and boosted sales by 200% within 6 months, reducing costs by 50% compared to the previous stack.

Revable

05/2022 – 12/2022

Senior Account Executive

San Francisco

- Challenged client perspectives on market trends, self generating 30-35 qualified prospects monthly by leveraging consultative selling techniques.
- Collaborated with cross-functional teams to refine product features, leading to a 25% reduction in customer complaints and improved user experience within 6 months.
- Achieved 120% quota attainment within 6 months by solution-based selling, enhancing client engagement and satisfaction.

National Speed

11/2020 – 05/2022

Sales Manager

Wilmington

- Started as an individual contributor averaging 145% average quota attainment within my first 60 days. Quickly promoted to help lead and develop the team.

- Elevated team quota attainment from 81% to 113% within 6 months by implementing targeted coaching and weekly 1:1 sessions, enhancing overall performance.

**Hendrick Mercedes-Benz
Service Consultant**

10/2017 – 11/2020

Charlotte

- Notion 1 advisor in all performance metrics Average \$/RO, Hrs/RO, Discounts, Survey Responses, Close %, and RO's written
- 99.1% lifetime CSI score (Client Satisfaction)
- Annually recognized and awarded with MB's Best of the Best Award two years in a row.
- Recognized and awarded monthly by Hendrick Automotive Group as the number 1 fixed ops producer in the company.
- Awarded Hendrick Champions for consistently providing exceptional client-first service and retaining highest net profit scores.

**Subaru of North Orlando
Assistant Parts Manager**

10/2013 – 08/2017

Sanford

Started as a shipping and receiving associate and was quickly a recognized talent. Spent time after hours cross-training to new positions and was promoted through the ranks quicker than anyone else in the store. Became APM within first.

- Directly responsible for sales revenue for the entire department. Increased total sales revenue by an average for 21% each year as both an individual contributor and department leader.
- Implemented quarterly inventory schedule to increase accuracy of annual inventory reports which increased inventory value and reduced losses.
- Increased wholesale business by prospecting, developing, and fostering new relationships with shops in a 30 mile radius.
- Reduced cost by utilizing the previously neglected obsolescence program through Subaru of America.

EDUCATION

Master of Education

Daytona State College

12/2010 – 12/2010

CERTIFICATIONS

Cloud Practitioner

01/2023

Cloud Practitioner Certification

01/2023

SKILLS

Automotive, coaching, consultative selling, CRM, customer service, customer success, ERP, Forecasting, hiring, KPI Development, Mercedes Benz, Pipeline management, Porsche, product management, project management, recruiting, revenue growth, revenue operations, revenue strategy, SaaS, sales leadership, sales management, servant leadership, Solution based selling, team leadership, training, value based selling