Ottoline Vasquez-Ingleby

Sales Trainer, B2B Distribution
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SUMMARY

Sales trainer with 8 years in B2B distribution: 4 years carrying a quota and 4 years running onboarding and product training for about 70 field and inside reps. Built a 6-week new-hire program that cut time to first full-quota month from about 7 to 4 months. Coaches from recorded calls and ties every course to a sales measure.

EXPERIENCE

Sales Trainer — Naamans Creek Industrial Supply

Wilmington, DE · Mar 2021 – Present

- Run a 6-week onboarding program for about 25 new reps a year, cutting time to first full-quota month from about 7 to 4 months.
- Review 15 recorded calls a week and give each rep 2 written coaching points, tracked in the call recording tool.
- Built 9 product modules for a new safety equipment line, with 64 of 70 reps passing the certification on the first try.
- Raised first-year retention of new reps from 61% to 78% across 3 hiring classes by adding a 30-day buddy plan.

Inside Sales Representative — Shellpot Valley Fastener Company

Newark, DE · Jun 2017 – Feb 2021

- Finished above a $900,000 annual quota in 3 of 4 years, selling fasteners and MRO supplies to about 220 accounts.
- Trained 6 new inside reps on quoting and the CRM while carrying a full account book.
- Wrote a 12-page objection handbook that the branch used for 3 years of new-hire classes.

SKILLS

Training design: Needs analysis, onboarding curricula, product modules, role-play scenarios, certification checks, job aids

Delivery: Classroom and virtual sessions, workshops for 8 to 30 people, ride-alongs, one-to-one call coaching

Measurement: Ramp time, quota attainment, pass rates, win-rate reviews, post-course surveys, manager feedback

Tools: Learning management system, call recording and review software, CRM reports, slide and video editing tools

EDUCATION

BS in Marketing, Fox Point State University, 2017

Certified Professional in Training Management, 2022

Fictional example by FindAJobAI: the person, employers and numbers are invented.