

LAURA BENNINGTON

DIRECTOR OF SALES OPERATIONS

CONTACT

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🏠 Dallas, TX

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SUMMARY

Director of sales operations with 12 years in sales operations for B2B distribution, payments and telecom companies. Leads a 9-person team covering CRM systems, sales planning, forecasting, territory design, quota setting and sales compensation for 220 sellers and \$480M in yearly revenue.

SKILLS

- Sales Operations
- CRM Systems
- Salesforce
- Sales Planning
- Forecasting
- Territory Design
- Quota Setting
- Sales Compensation
- Microsoft Excel
- Analytical Skills

EDUCATION

Master of Business Administration

05/2014

Southern Methodist
University

Dallas, TX

Finance

EXPERIENCE

Director of Sales Operations

01/2022 - Present

Trinity Industrial Supply

Dallas, TX

Industrial distributor with 14 branches and \$480M in yearly revenue.

- Lead a **9**-person team across sales planning, analytics and CRM systems for 220 sellers in 14 branches.
- Run annual quota setting and territory design for \$480M in revenue, with 78% of reps above 90% of quota in 2025.
- Moved 3 legacy CRM systems into one Salesforce org in 11 months, on a \$1.2M budget.
- Present monthly forecasting and margin reviews to the CEO and CFO, landing within 2% of actual for 10 quarters.

Sales Operations Manager

03/2018 - 12/2021

Prairie Payments Group

Irving, TX

Merchant payments provider with 120 sales reps and \$150M in processing revenue.

- Managed a **5**-person sales operations team supporting 120 reps and \$150M in processing revenue.
- Redesigned sales compensation for 3 roles, lowering cost of sales from 11% to 9%.
- Built a lead routing process in Salesforce that cut response time from 2 days to 3 hours.
- Launched Microsoft Excel and Tableau scorecards reviewed in every weekly sales meeting.

Senior Sales Operations Analyst

06/2014 - 02/2018

Riverbend Telecom

Plano, TX

Business telecom provider selling voice and network services to mid-market firms.

- Analyzed win rates and pricing on **2,000** deals a year for the VP of Sales.
- Created the first monthly forecast roll-up across 4 regions.
- Prepared headcount and capacity models for 2 annual planning cycles.