Darnell Whitaker

INDEPENDENT SALES REPRESENTATIVE

Charlotte, NC (704) 555-0182 darnell.whitaker@email.com linkedin.com/in/darnellwhitaker

Summary

Independent sales representative with 4 years of B2C sales experience, the last 2 running a commission-only rep business that sells water treatment and indoor air systems across the Charlotte metro. Builds a steady pipeline from home shows and referrals, presents in the home and closes 31% of qualified appointments.

Skills

- **B2C Sales**
- **Lead Generation**
- **In-Home Sales**
- **Product Demonstrations**
- **Pipeline Management**
- **HubSpot CRM**
- **Consumer Financing**
- **Presentation Skills**
- **Relationship Building**

Experience

Independent Sales Representative 03/2024 - Present

Whitaker Home Solutions LLC Charlotte, NC

Own a commission-only sales business representing two regional water treatment and indoor air quality manufacturers to homeowners.

- Generate **45** qualified appointments a month from home shows, canvassing and referral partners, keeping lead generation cost under $40 each.
- Deliver in-home sales presentations and water-test product demonstrations, closing 31% of appointments at an average ticket of $4,800.
- Run pipeline management in HubSpot CRM with a 14-day callback rule that turned 60 stalled quotes into sales last year.
- Arrange consumer financing through two lender partners for 48% of buyers, holding 3-day-window cancellations to 6%.

Sales Consultant 05/2022 - 02/2024

Carolina Comfort Windows & Doors Charlotte, NC

Regional replacement window and door company with 18 in-home sales consultants.

- Sold replacement windows and doors on call-center-set B2C sales appointments, averaging $62,000 in monthly sales.
- Ranked in the top 3 of 18 consultants for close rate in 2023 at 34% of issued leads.
- Measured homes and wrote quotes and orders, keeping installer remeasure changes under 2%.
- Followed up with every customer after installation, turning relationship building into referrals that made up 15% of 2023 sales.

Education

Bachelor of Science 05/2022

University of North Carolina at Charlotte Charlotte, NC

Business Administration

Certificates

Certified Water Specialist (CWS) 08/2024

Water Quality Association