Dana Whitfield

Territory Sales Representative

Territory Sales Representative with 5 years selling irrigation and farm equipment parts to growers and dealers across the South Plains. Work independently over a 14-county territory, using CRM tracking, Excel sales forecasting and product presentations to grow accounts and win new ones.

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Experience

Territory Sales Representative

Llano Estacado Equipment Supply • Lubbock, TX

04/2023 - Present

Distributor of irrigation, tillage and planter parts to farms and equipment dealers.

- Manage **14** counties and 210 accounts, growing territory revenue from $2.9M to $3.8M in two years.
- Plan weekly routes for 35 to 40 farm and dealer visits, keeping every active account on a 30-day call cycle.
- Deliver product presentations to dealer service teams, adding 22 new dealer accounts worth $640K a year.
- Negotiate annual parts programs with 12 large growers and track pipeline, quotes and orders in the CRM.

Inside Sales Representative

Caprock Irrigation Supply • Lubbock, TX • 07/2021 - 03/2023

Irrigation parts and pivot service company with 3 branches.

- Handled 60+ calls a day on pivot and drip parts, quoting and closing about $85K in orders each month.
- Built Excel reports on margin and stock-outs that cut backorders 30% during the 2022 planting season.
- Resolved customer service issues on late or wrong shipments, keeping repeat order rate above 90%.
- Drafted quotes and order confirmations in Microsoft Office for 4 outside reps covering 300 accounts.

Skills

CRM , Negotiation

Microsoft Excel

Microsoft Office

Product Presentations

Customer Service

Sales Forecasting

Territory Planning

Time Management

Relationship Building

Education

Bachelor of Business Administration

Texas Tech University

Lubbock, TX

05/2021

Marketing