



# ZENAIDA LORENZO

## SALES TRAINER AND COACH

*Empower Sales Team To Surpass Targets and Quotas By At Least 30%*

### CONTACT



**PHONE**  
917.653.1136



**EMAIL**  
Zlore2012@gmail.com



NYC Area, Jersey City

**HIRING** – Help hire resilient salespeople. Write thorough job descriptions and use validated assessments to select top talent.

**TRAINING** – Through needs analysis identify gaps in skills. Design, launch, deliver, and track sales training. Onboard, develop, and train new recruits.

**COACHING** – One-On-One session that cultivates achievement. Hyper learning and practice techniques that accelerate sales performance. Motivate salespeople by aligning company mission to their core goals and desires.

### SKILLS

#### 7 years of High Impact Sales Training & Coaching

- Adult Education & Curriculum Development
- Salesforce and many CRMs
- Excellent communication and Presenting
- Sales recruiting and onboarding
- Motivational Speaking
- WebEX, E-Modules
- Social Selling, LinkedIn Sales Navigator, Lead Generation
- Sales App Deck

### PROFESSIONAL PROFILE

Training methodologies are a hybrid of best practices (accumulated from successfully training 100s of salespeople), Academic Achievement Research and Accelerated Learning Techniques that consistently builds high performing, gritty and quota crushing salespeople.

### EXPERIENCE

JULY 2013 – PRESENT

**SALES TRAINER / BUSINESS DEVELOPMENT**

UNSTOPPED SALES TRAINING AND 10 STAR CONSULTING

- Sales training targeted to increase revenue by 30% within 4 months.
- Help sales managers identify new sales opportunities. Implement CRM and lead generation programs. Write sales scripts and presentations.
- Develop training and coaching programs that speeds up mastery and increases selling activity.
- Help identify, hire, onboard, and train new recruits.

SEPTEMBER 2015 - PRESENT

**SALES / DIRECTOR OF BUSINESS DEVELOPMENT**

YSDS - LOGISTICS

- By month 4, sales activity resulted in sales presentations at Avon, Hugo Boss, Novatex, Calvin Klein and other prestige brands. Broke records for highest quote requests.
- Grew current customer revenue by 10%. Researched and identified new opportunities.
- Implemented Salesforce, LinkedIn Sales Navigator, SellHack and Toutapp.
- Developed scripts, presentations, e-mails, and marketing collateral from scratch.

MAY 2015 – SEPTEMBER 2015

**SALES / MARKETING CONSULTANT**

MAIN STREET HUB – MARKETING PLATFORM

- Opened 3 accounts in the first 3 weeks of employment. Won numerous sales contests.
- Maintained an “always be selling” attitude. Made 120 calls, connected with 10 decision makers and conducted 5 demos daily. Established a very strong pipeline.

SEPTEMBER 2012 – JUNE 2013

**SALES TRAINING / SALES**

REDSHIFT INC. – MARKETING TRAINING COMPANY

- Wrote new sales scripts and sales training I-modules that increased sales while decreasing closing time.
- Designed, wrote, and instituted in-bound lead generation campaigns. Wrote marketing materials and blogs.
- Conducted bi-monthly training via WebEx.



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### EDUCATION

2009 - 2012

Florida International University

BA: Business (I/O) Psychology  
Magna Cum Laude

2002 - 2004

Baruch College

Finance  
3.9 GPA

### TESTIMONIALS

*"Sales is in Zenaida's DNA. At first I was a bit skeptical, there were many who came before her and talked a big game. Zenaida was the best investment in helping me structure and relaunch my sales team..."*

*Joseph Picora - Fusion Tech*

*"I have been working with Zenaida for a few months now and have learned so much about myself, not only how to make bigger sales, but that I am worth being a success! Zenaida keeps you in check and doesn't take any excuses. It has been such a pleasure to change the way I make sales!"*

*Stephanie Hegland  
KISC Components*

11 additional testimonials on [LinkedIn/in/ZenaidaLorenzo](https://www.linkedin.com/in/ZenaidaLorenzo)

### INTERESTS

- Academics - Researching & Studying High Achievers
- Personal Development
- Writing & Motivational Speaking
- Salsa Dancing

### EXPERIENCE CONTINUED

JANUARY 2009 - SEPTEMBER 2012

ADULT LEARNING / ACHIEVEMENT RESEARCH  
FLORIDA INTERNATIONAL UNIVERSITY

- Academic research focused on adult learning, development and achievement. Trained and coached.
- Consultant on creating curriculum that sticks. Wrote training materials and two 200-page manuscripts on 'grit and achievement'

JULY 2004 - APRIL 2009

SALES / MARKETING / SALES TRAINER  
LIBERTY CONFERENCES - TRAINING

- In the first 16 months, broke all weekly, monthly and annual sales records. #1 salesperson for 3 years.
- Through weekly WebEx, semi-annual conferences, and I-modules trained on all aspects of sales cycle (from prospecting to closing), products and new rollouts. Training via WebEx touched 100s of salespeople nationally and internationally. Coached, trained and motivated new recruits.

### NOTEWORTHY CONTRIBUTIONS

APRIL 2014 - PRESENT

CONTRIBUTOR  
HUFFINGTON POST

- Write on the subjects of sales, learning, women and leadership.

JANUARY 2001 - PRESENT

SALES / ACHIEVEMENT TRAINER  
NON-FOR-PROFITS

- Speak to large groups. Trained on sales, developing grit and goal achievement. One-on-one coaching and mentoring.

OCT 2014 - APRIL 2014

LEADERSHIP RESEARCH / WRITING  
CATALYST INC.

- Researched the leadership training practices of Fortune 100 companies. Help sell membership by writing high converting website content.