

Founder, Chief Executive Officer

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Prior to starting a business of selling to salespeople, I spent the majority of my career in the group insurance industry, selling employee benefits in the notoriously difficult B2B2C sales channel. In college, I earned a degree in sales and became President of the largest student-run sales organization in the country. Sales is my passion and below you will find a few of my career highlights.

## PROFESSIONAL SALESMAN



### SENIOR SALES CONSULTANT, UNUM

Partnered with insurance brokers and c-level executives, across all industries, to help create benefit plans designed to line-up with corporate financial goals, while providing employees with the best coverage possible. We also partnered with technology vendors around the US, to evaluate and recommend the best solutions for our clients.

### Career Highlights

- All-Time Sales Record (Denver): Number of benefits sold in a single year - **two consecutive years** (2016 & 2017) - averaged 170 lines of coverage sold during 3 years in Denver Office (previous all-time record was 156).
- Top 3 Finisher: Number of benefits sold for the entire West Region - **three consecutive years** (2015-2017) - sold 181 lines of coverage in 2017 - 110% higher than the average benefits sold in the region (86).
- Close Ratio: Led respective office in close ratio each year as a rep, ending with **a career average of 15.75%** - more than double the industry average (average close ratio for the group insurance industry is 6.5%).
- New Product Success: Sold over 80% of the Denver office's Dental sales, upon the product's release in 2015 (Denver office includes 7 sales reps who cover Colorado, Utah, and Wyoming).
- Territory Growth (Denver Office): increased the number of benefits sold AND premium sold by over 180%.
  - **First Year Growth**: Increased # of benefits sold by 150% and premium sold by 185% first year in the territory.
  - **Brokers**: Sold benefits with an average of 30 different brokerage agencies vs 16 before I started.

### Numbers Aside

- New Ideas: Selected by executive team to present my strategy for driving sales through current clients.
- Leadership Focused: Led team of six people across six departments, located in both the field and home office.
- Training the Future: Selected by head corporate trainer to help teach Unum's industry renowned, 'sales school' at our HQ.
- Winning Team: Contributing member on two Unum 'office of the year' victories (Detroit '13/Denver '15).



### SALES INTERN, ABBOTT LABORATORIES

Selected as **one of the five students nationally** to be awarded this prestigious internship. Trained in strategic retail sales apart of the team who handled Abbott's largest account – Walmart. Led project with Walmart.com to create, test, and execute new strategies around bundled product offers.



### SALES INTERN, THOMSON REUTERS

All-Time Sales Record: Sold over \$35,000 of revenue in 2010 – **ranked 1<sup>st</sup> out of 130 previous interns**.  
Exceeded Expectations: Finished internship 275% above quota - ended \$20,000 ahead of 2nd place.  
Smile & Dial: Averaged 85 dials per day while averaging over \$30 on every phone call.

## AVOIDING THE BURNOUT (WORK-LIFE-BALANCE)

Balancing my work with my life is a critical part of being at my best. Here are a few ways I avoid the burnout...

- Giving Back: Going on 3 years as a proud 'big brother' in the Big Brothers Big Sisters of Colorado organization.
- Travel: From backpacking in the great outdoors to international travel, getting out and experiencing the beauty of nature and different cultures will always be one of my biggest passions.
- Photography: My main hobby outside of the business world is photography. It provides my mind with a break from the stressful work tasks along with a new creative outlet that directly carries over to my business.
  - Portfolio: [alifeelevated.org](http://alifeelevated.org) – see my photos taken all around the US and from my two-month journey across SE Asia!

## SALES EDUCATION



### SALES AND BUSINESS MARKETING, WESTERN MICHIGAN UNIVERSITY

Western Michigan is home to the largest and top-rated sales major in the country. Courses include topics such as: adaptive selling framework, territory management, negotiation, questioning techniques, and tactical presentations.

### College Career Highlights

- **President:** Sales & Business Marketing Association (SBMA) - *largest student-run sales organization in the country.*
  - Oversaw operations of the 150+ active member organization and was in-charge of bringing in the top companies from around the US, to recruit at our weekly employer nights.
- **Executive Board:** Held 3 different positions on the SBMA e-board over 5 semesters.
  - Youngest ever to be elected to the executive board (prior to being eligible for admittance into the business school).
- **Top of Class:** Finished top of class in the sales major's capstone 'Advanced Selling Strategies' course.
- **Honors Awarded by WMU Faculty**
  - Sole recipient of the 'Distinguished Service Award' for the sales major (largest major in business school – 300+ eligible).
  - Selected as one of the two students to compete in the National Collegiate Sales Championships.
  - Received graduation honors as a member of the 'Student Leadership Advisory Board' for the College of Business.

### AREAS OF EXPERTISE: GENERAL SALES

<i>Strategic Questioning &amp; Objection Handling</i>	<i>Driving Revenue through Current Block of Business</i>
<i>Pricing &amp; Renewal Strategy</i>	<i>Complex Negotiation</i>
<i>Selling &amp; Defending Contracts</i>	<i>Delivering a Persuasive Message (written &amp; spoken)</i>

### AREAS OF EXPERTISE: SPECIFIC

SPECIALIZATION	RELEVANT EXPERIENCE
<b>Communication Strategy</b>	Whether it's positioning a brand-new product or delivering bad news to a client, I always place a heavy focus on <i>how</i> something is communicated. Every word can be important, and I build my strategy around specific areas that will not only influence the respective decision but improve it.
<b>Compensation Plans</b>	As a 100% commissioned salesperson throughout my career, I know first-hand the importance of proper metrics/pay-out tiers/bonuses/incentives etc... In addition, the primary product I sold was disability insurance, otherwise known as income protection. I would evaluate incomes for companies of all sizes then formulate plans to ensure employees are properly protected.
<b>Technology Systems</b>	Technology played a big role in nearly every sale I made, both directly, and for the businesses I sold to. With dozens of available options, we had to be proficient in areas such as system integration, benefit administration and enrollment technology, to properly consult our clients.
<b>Corporate Sales Training</b>	The sales training at Unum is the undisputed leader in our industry. It takes 9-12 months to train before becoming a sales rep and the mentorship program is instrumental for trainee development. Selling benefits to hundreds of companies further exposed me to the on-boarding process and how big of a role a good (or bad) training program has on one's success.

**BOOK COMING 2019 – Technically Selling: Advanced Sales Strategies for Professionals**