



Tyler Beckett

Results-driven industrial sales representative with eight years of experience selling machinery, equipment, and industrial solutions to manufacturing and construction firms. Skilled in B2B sales, contract negotiation, and technical product demonstrations. Adept at identifying client pain points and offering tailored solutions that improve operational efficiency and increase ROI.

CONTACT

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EDUCATION

Bachelor of Business Administration
(B.B.A.)
University of Houston
May 2014

KEY SKILLS

- B2B industrial sales
- Technical product demonstrations
- Contract negotiation
- CRM tools (Salesforce, HubSpot)
- Cold calling and prospecting
- Market research and competitive analysis
- Equipment leasing and financing options
- Supply chain solutions

PROFESSIONAL EXPERIENCE

- **Senior Industrial Sales Representative, Texas Heavy Equipment Solutions, Houston, TX**
June 2019 – Present
 - Secured \$4.2 million in new business sales over the past two years by identifying and targeting high-value clients in the oil and gas sector.
 - Grew customer base by 35% through cold calling, strategic outreach, and on-site product demonstrations.
 - Negotiated large-scale contracts with manufacturing plants and construction firms, increasing average deal size by 20%.
 - Provided technical training to clients on the proper use and maintenance of heavy industrial machinery, reducing client downtime by 18%.
- **Industrial Sales Representative, Precision Manufacturing Inc., Dallas, TX**
March 2015 – May 2019
 - Increased regional sales by 28% by implementing an improved follow-up strategy for potential clients.
 - Spearheaded the launch of a new automated conveyor belt product line, contributing to a \$1.3 million revenue boost in 2018.
 - Assisted in developing a leasing program that enabled smaller businesses to acquire equipment at reduced upfront costs, leading to a 15% increase in sales volume.

CERTIFICATIONS

- **Certified Industrial Sales Professional (CISP), Manufacturers' Representatives Educational Research Foundation, February 2017**
- **OSHA 30-Hour Certification, Safety and Compliance Training, January 2016**