

Terra L. Bellisario, C.I.L

QUALIFICATIONS SUMMARY

- Skilled in team motivation for team members to achieve individual targets and deliver on company targets
- Sales Strategies aligned with other executive leaders to achieve broader company goals
- Experience studying trends within territories, projecting and forecasting business
- Expertise in developing and analyzing KPI data/metrics to uncover opportunities and obstacles.
- Efficient at identifying areas of opportunity from a strategic lens to enhance productivity and deliver results
- Analytical mind possessing the skills needed for a technical environment combined with business skills and an extroverted personality to lead groups or individuals effectively
- Passion for helping others achieve their goals

EDUCATION

Certificate in Leadership
Harvard Business School
2022-2024

Naylor Association Solutions

November 2018 – December 2024 | Senior Sales Manager

- A leader and certified coach for sales teams and individuals in B2B SaaS sales, marketing and advertising.
- Designed and facilitated tailored sales trainings, learning and development strategies and needs assessments for cross-functional teams, resulting in a significant improvement in sales and client relations across North America.
- Successfully managed and developed high-performing sales teams that consistently exceed targets.
- Collaborative approach with cross-functional teams to enhance operational efficiency.
- Strong communication, negotiation, and presentation skills; adept at engaging and negotiating with stakeholders at all levels.
- Conduct regular cadence of 1:1's with over 20 sales professionals in Canada and the US.
- Keen eye for detail, skilled in analyzing market trends, developing forecasts, and making data-driven decisions to drive growth.
- Promote culture of best practice and sales excellence.

OTC Group | January 2016 – October 2018

Account Executive, Western Canada

- Treated partners as sales clients, focusing on their business rather than checkboxes; prioritized by understanding their Go-to-Market (GTM) strategies, divisions, budgets, leadership focus, and investment areas.
- Elevated corporate account revenues from \$15,000 to \$180,000 per month in the Western Region (MB, SK, AB, NW ON and BC) for an organization focusing on marketing consulting and sales training.
- Built strong leadership-level relationships with partners, identifying those with the right ecosystem for sustainable, long-term growth.
- Pioneered and delivered diverse sales and management training programs for client sales teams and sales managers.
- Provided post-training support to the sales force, acting as an ongoing resource and coach to resolve issues and address varied scenarios.
- Employed a 360° strategy, including marketing collaboration, to drive a successful pipeline and ROI, leading to long-term partner success.

PROFESSIONAL EXPERIENCE (CONTINUED)

Nott Autocorp | December 2015 – Dec 2016

Financial Services Manager,

- Cultivated and strengthened external relationships with banks/lenders and insurance providers.
- Surpassed sales targets, averaging \$3,500 in additional income per vehicle.
- Headed think tanks with executives to develop the corporate mission statement and brand.
- Supervised and coached up to seven direct reports.

General Manager and Sales Manager

- Promoted to General Manager overseeing all operations of a new dealership.
- Recruited, interviewed and selected new staff. Resolved HR and customer service issues.
- Developed sales forecasts and budgets. Oversaw legal compliance and risk management. ■
- Provided leadership and coaching to a 15-person multidisciplinary team.
- Acted as a closer for the sales team. Led staff meetings to provide updates and professional development.
- Set targets, role played, and delivered motivational sales training.
- Collaborated with stakeholders on strategic planning and operational initiatives.

TD Auto Finance | January 2010–December 2015

Account Executive

- Increased territory sales volumes by \$750,000 per annum.
- Executed business and territory plans with senior leaders.
- Winner of 9 "Bright Idea Contests" for spearheading national continuous improvement ideas.
- Earned top performer awards in Western Canada in three consecutive years by prioritizing relationships with clients and proactively responding to their needs.
- Performed analytics and audits to improve 100+ dealer network's operations while promoting TD products.