

CAROLINA RIBEIRO

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Commercial Coordinator, B2B

Sales team leadership | Account portfolio management | Contract negotiation | Sales forecasting | CRM and sales KPIs

PROFESSIONAL SUMMARY

B2B sales professional with 10 years of experience, currently leading eight sales reps and a portfolio of 140 clients. Implemented a weekly sales forecasting routine, shortened the sales cycle from 45 to 32 days and cut client churn from 14% to 9%. Strong in negotiating mid- and long-term contracts and in building a commercial process with a CRM.

CORE COMPETENCIES

Sales team leadership | Account portfolio management | Contract negotiation | Sales forecasting | CRM and sales KPIs
Client retention | Consultative B2B sales | Target setting | Team training and development | Market analysis

PROFESSIONAL EXPERIENCE

Commercial Coordinator | Aurora Distribuição, São Paulo, Brazil 2021 - present

B2B sales to corporate clients, with a portfolio of 140 clients. 8 sales reps.

- Lead eight sales reps and a portfolio of 140 corporate clients.
- Implemented a weekly sales forecasting routine, shortening the sales cycle from 45 to 32 days.
- Led the migration of the portfolio to a new CRM, with 100% of clients in the system within four months.
- Reduced client churn from 14% to 9% with a relationship plan for key accounts.
- Renewed for 24 months a contract worth 12% of revenue, keeping the margin within target.

Senior Account Executive | Prisma Tecnologia, São Paulo, Brazil 2018 - 2021

Technology key accounts, negotiating with client procurement, finance and IT teams.

- Managed a key-account portfolio and hit the annual target in three of four years.
- Led negotiations with clients' procurement, finance and IT teams.
- Standardized sales proposals, cutting turnaround time by about 30%.

Sales Analyst | Norte Sul Distribuição, Campinas, Brazil 2015 - 2018

Support for the field sales team and management with sales and margin indicators.

- Tracked sales and margin indicators and prepared monthly reports for management.
- Supported the field sales team with proposals, quotes and portfolio analysis.

EDUCATION

Bachelor's degree in Business Administration | Faculdade Paulista de Administração 2011 - 2014

Postgraduate Certificate in Sales Management | Instituto Paulista de Negócios 2019 - 2020

PROFESSIONAL DEVELOPMENT

Strategic Negotiation 2021

LANGUAGES

English (advanced) | Spanish (intermediate) | Portuguese (native)