

Michael S. Weinstein

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Technology Sales Leadership

<http://www.weinstein.tech>

I have seen every incorrect way to sell. From unprepared salespeople, to a salesperson not asking for the business. From a salesperson who promises a deep pipeline because he thinks that is what I want to hear, to a salesperson who can't forecast enough to meet his goals. Knowing all the pitfalls allows me to understand what actually works. I am outgoing, positive, and have an energetic personality. That is my superpower.

Areas of Expertise

Success in Engaging Teams and Creating a Culture of Excellence

Global Perspective with the Willingness to be a Hands-on Manager

Vocal thought leader through Social Media, Presentations & Trade Shows

P&L & Budget Management

Strategy Planning & Execution

Training & Development

Sales Pipeline Accountability

Advanced Microsoft Excel Skills

Familiar with SDLC (Software Development Lifecycle)

Top Funnel Marketing Strategies

Sandler Sales

Presentations & Trade Shows

Leadership Initiatives

- Spearheaded strategies to hire a top-performing team of sales professionals to launch a newly created SaaS - Head of Sales, Buxton Company.
- Recognized on multiple occasions as a President's Circle top performer – Senior Sales Director, CoStar Group.
- Counted on by CoStar's senior management to take on critical initiatives and issues within sales. Referred to by management as a "Swiss Army Knife" and an indispensable tool that could resolve difficult issues and situations.
- Author of "The 3 Wows and Other Sales Tips I Learned Along the Way".

Career Synopsis

CORELOGIC; Irvine, CA (Remote)

2022 - Present

Principal, Sales Executive

Created process for adjacent market sales to retail, home improvement, home security, and furniture verticals

- Represented company at International Shopping Center Conference in Las Vegas, where I met with key players from OrangeTheory Fitness and Mattress Firm, among others.
- Grew prospect database to 2150 contacts from 450+ companies.
- Created cadences and marketing templates in SalesLoft for the Data Solutions BDR group.
- Integral part of internal leadership group, devoted to acquiring data assets from companies in the home improvement sector for a new product.
- Spearheaded response to multiple RFPs for our data solutions team.

BUXTON COMPANY; Ft Worth, Texas (Remote)

2020 - 2021

Head of Sales, Vice President

Managed a 12-member sales team to improve leads, follow up, best practices, & increase sales revenue. Collaborated with product design to enhance commercial real estate SaaS to nurture marketability in new verticals. Generated weekly pipeline updates for senior leadership. Managed a \$1M budget.

- Was able to quickly become knowledgeable, and teach my team to be knowledgeable in Buxton's SaaS concepts, and the technical details of our products.
- Built and led a team of full cycle sales reps. Recruited, managed and developed sales team to achieve monthly and quarterly revenue/activity targets. Provided detailed sales forecasting to upper management on a weekly basis.
- Led sales team to successfully sell SaaS: \$1M in annual revenue within 4 months of production.
- Presented at numerous external events for Bisnow, ICSC, GlobeStreet, and CRETech.

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- Brought a SaaS product to market: Led overall strategy, including market segmentation, quarterly sales goals, competitive analysis, customer offerings and pricing
- Built structured sales process including marketing plan, immediate processing of leads, scheduled follow-up, and best practices to decrease friction in the sales pipeline.
- I continually optimized the sales process and tactics by collaborating with other departments to elevate the Buxton brand, and improve the product offerings.

NEXUS SYSTEMS; Falls Church, VA (Remote)

2019 - 2020

Sales Director, US, and Canada

Sold online solution to SMBs and Enterprise Clients through inbound and outbound sales channels as well as through channel partnerships. Utilized Salesforce, Hubspot, and Salesintel.io to achieve revenue targets. Reported to the Chief Customer Officer.

- Teamed with SLT to create a sales process designed to proactively bring prospects into the funnel
- Player/Coach with BDR and Client Experience teams. Worked hands on with individuals to grow and manage accounts.
- Fueled the US Sales Funnel by more than 450% within my first year
- Most active rep nationwide, based on outbound activity in 2020
- Experience with both direct and channel strategies: Created a process where we interacted with channel partners on a consistent basis to feed the sales funnel.
- Successfully sold SaaS to technical teams during the first year of the COVID epidemic.
- Integral part of driving improvement in the overall efficiency and effectiveness of the sales organization.

ALPHA REAL ESTATE EXCHANGE; Southfield, Michigan

2018 - 2019

Director of Operations

Reporting to the President, recruited to lead all aspects of sales operations to include the development of their sales process including marketing plans to the processing of leads, follow up, and best practices for the team to and achieve sales. Provided leadership to two direct reports and managed an annual budget of \$500K.

- Built and maintained tech stack including Salesforce, Buildout, SalesIntel.io, CoStar Suite, Mailchimp, Ruby, and Slack.
- Established a database from scratch within six months to include buyers, brokers, and key influencers in commercial real estate. Grew database to more than 98,000 of which 62,000 contained valid email addresses.
- Played a pivotal role in completing the two largest transactions in the office totaling over \$4M.

COSTAR GROUP; Southfield, Michigan

1999 – 2018

Senior Sales Director, Debt and Equity

Initially hired as an individual contributor and later reported to the Regional Director and Regional Vice President of Sales; provided leadership to up to five direct reports. Spearheaded efforts to maintain a 97% renewal rate within the book of business, despite the worst economic condition in decades. Managed both inbound and outbound channels, guiding perspective buyers along the buyer's journey.

- Honored for reaching the top 5% in the national sales force of over 400 with President's Circle Awards. Tenaciously hit and exceeded sales goals.
- Consistently ranked in the top 20% of the national sales force for over 12 years and in the top 3 in the Central US Region of over 50.
- Tapped to sell to the largest multi-family property management firms such as ROCO, Village Green, Ginosko Development, Hayman Companies, Edward Rose, and KMG Prestige.
- Recognized for creating C-level relationships within the commercial real estate community and economic development groups.
- Navigated and penetrated multi-person sales at large accounts, including banks, governments, and REITs.

Education

The Ohio State University; Columbus, Ohio
Bachelor of Science in Business Administration, Marketing Major

Sandler Sales / Gerry Weinberg & Associates
Sandler Sales Mastery Course Completion