# CARLOS MIGUEL LÓPEZ MEDINA



**ACCOUNT EXECUTIVE | BUSINESS DEVELOPMENT | B2B SALES**

Bilbao, Spain · Open to international remote work
Available immediately

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## PROFESSIONAL PROFILE

Sales professional with over six years of self-reported experience in customer acquisition, negotiation and closing, specialising in cold prospecting and direct sales. Acquired 800 customers in two years at Progedsa Soluciones through direct outreach, without supplied leads: an average of 400 customers per year. Experience managing the full sales cycle, from the first conversation to closing. Interested in bringing this acquisition discipline to consultative B2B sales, SaaS and artificial intelligence. Additional experience onboarding, training and supporting new sales agents in the field.

## KEY RESULT

800 CUSTOMERS ACQUIRED IN 24 MONTHS · Approximately 33 customers per month
Cold prospecting and direct sales

## PROFESSIONAL EXPERIENCE

**Sales Agent · Grupo Progedsa S.L.U. / Progedsa Soluciones**

Nov 2023 - Present

• Acquired 800 customers over two years through cold direct selling, without relying on inbound leads.

• Conducted in-person B2B prospecting, identified needs, presented energy proposals, negotiated and closed sales.

• Managed a commercial schedule independently, maintained a high volume of contacts and tracked daily targets.

• Adapted sales messaging to each buyer, handled objections and sought to close during the same interaction where appropriate.

• Onboarded and trained new sales agents in prospecting, value presentation, objection handling and closing; provided practical field support to help them adapt to the sales process.

**Independent Sales Agent · Direct Sales**

Aug 2019 - Feb 2022

• Sold products in competitive environments, acquired customers without an existing portfolio and managed each transaction from start to finish.

• Developed sales pitches, negotiated directly and adapted quickly to different buyer profiles.

**Independent Trading · Technology Devices**

Feb 2017 - Apr 2019

• Bought and resold phones, tablets and computers; assessed opportunities, negotiated prices and managed margins.

## SALES SKILLS

Outbound and cold prospecting · B2B business development · Discovery and needs assessment · Negotiation and closing · Objection handling · Consultative selling · Self-management and sales discipline · Building trust

## LANGUAGES & EDUCATION

Spanish: native · English: B1
Education: secondary education studies up to the fourth year of ESO (Spain).