

Mike Shaner

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Professional Summary

A rare blend of youth and experience, combined with a history of success across multiple levels and verticals, making me a valuable asset to any organization.

Professional Experience

Director

RE Impactors – Tampa, FL

June 2021 – Present

- Operated remotely from home office in Tallassee, AL, serving clients nationwide and managing teams nationwide and abroad. **Key Achievements:**
- Spearheaded company growth from \$0 to over \$150k in monthly revenue.
- Built and managed high-performing teams across multiple departments: Acquisitions, Dispositions, and Lead Management.
- Recruited, trained, and developed department heads and team leads.
- Expanded business into diverse industries: Off-market wholesale/distressed homes, Hedge funds, Raw land, Development, and Novations.

Responsibilities:

- Oversaw entire sales operation from inception.
- Strategically directed sales teams to achieve revenue goals.
- Developed and implemented sales processes and protocols.
- Fostered strong relationships with key clients and stakeholders.
- Analyzed market trends and adjusted business strategies accordingly.

Impact:

- Successfully scaled business operations to achieve significant revenue growth.
- Established Bay Street Capital as a leader in wholesale real estate.
- Developed a robust and diverse sales infrastructure.

Regional Sales Manager

IRBY GROUP – Mobile, AL

February 2020 – May 2021

- Operated remotely from home office in Tallahassee, AL, serving clients nationwide and managing teams nationwide and abroad.
- Constantly outperformed quota by proactively identifying and engaging with qualified leads.
- Cultivated additional leads and lead sources.
- Assessed the needs, pain points, and quality of every lead and made presentations accordingly.
- Demonstrated product capabilities that aligned with identified needs.
- Captured all communications in appropriate CRM.
- Maintained constant contact with all active leads.
- Managed B2C, B2B, and fleet sales.
- Installed, developed, and managed service department and installation processes.

Sales Director

River Region Technologies – Tallahassee, AL

February 2016 – February 2020

- Doubled sales volume in 90 days and increased profit per deal by 25% while cutting payroll by 32%.
- Responsible for sales, finance, staffing, training, inventory, and P&L.
- Cold called and distributed leads.
- Cultivated additional lead sources.
- Analyzed client needs and designed a consultative sales program focused on the Socratic method.
- Trained sales staff to demonstrate product capabilities and align them with identified needs.
- Mastered multiple CRM technologies and taught them to prospective clients and employees.
- Monitored all leads and active accounts with a proactive mindset focused on client satisfaction and long-term viability.

Territory Sales Manager (SaaS)

Novastor Corporation – Los Angeles, CA

2008 – 2016

- Provided vision, energy, industry insight, and organizational leadership critical to attaining goals for market share, revenue, and profit.
- Crafted long-range and tactical plans, and fueled promotional programs.
- Hired and trained staff; directed and supervised daily sales and customer service activities; tracked performance and troubleshoot problems.
- Developed personal sales and negotiated all business transactions.
- Controlled budgets, inventory, quality assurance, and regulatory compliance.
- Instituted organizational changes that increased profit by +300%; generated gains equal to the prior year's performance within the first 120 days; attracted talent and doubled the staff.

- Spearheaded new product introductions in collaboration with the manufacturer and acquired additional product lines, resulting in improved merchandise allotment and client choices.
- Built the current marketing campaign from the ground up, meeting short- and long-term expectations.
- Negotiated and secured cooperative investments with co-op sponsors, and personally negotiated all overseas transactions for a \$1M+ sales increase.

Sales & F&I Manager

HONDA – Hollywood, CA

2005 – 2008

- Given authority to build business aligned with management goals and expectations for this multi-line dealership.
- Created, hired, and managed a telemarketing program designed to attract new business for sales, parts, F&I, and the service department.
- Developed and implemented sales marketing programs, and personally prospected and achieved new business opportunities.
- Personally managed Sales and Finance department, and oversaw the creation of advertising programs using the Internet, print, direct mail, television, radio, telemarketing, and billboard advertising.
- Led efforts in crafting and implementing a new strategic business plan aligned with owner's stated business goals.
- Increased walk-in traffic and profit per deal; overall, achieved approximately 125% increase in revenue generation.
- Personally negotiated and closed high-value accounts with C-level decision makers.

Sales Team Leader

Big #1 Motor Sports (Yamaha Suzuki) – Birmingham, AL

2000 – 2005

- Created, implemented, and tracked the results of promotional initiatives that targeted local consumer and business markets.
- Planned and coordinated special sales events.
- Greeted prospective buyers, ascertained individual needs and budgets; matched prospects with appropriate products and closed sales.
- Trained, motivated, and managed the performance of sales staff.
- Devised marketing and management methods that significantly increased sales volume, improved operating efficiency, and enhanced the bottom line.
- Utilized marketing vehicles including direct mail, radio and television, the Internet, outdoor advertising, and telemarketing.
- Generated a 45% increase in sales volume.
- Generated 200% increase in profit per deal.
- Created F&I department from scratch and averaged over \$1k per deal.

Sales / Marketing Manager

Bill Byrd Kia – Birmingham, AL

1998 – 2000

- Presented and sold products to clients; analyzed needs, negotiated pricing, and ensured total customer satisfaction through superior customer service.
- Fully managed the marketing department for the company.
- Hired and trained employees, developed annual budget, and guided staff in advertising functions to achieve or exceed stated goals.
- Met or exceeded quotas throughout tenure, and achieved at least a 25% increase in business, year in and year out.
- Averaged \$2k per deal on the back-end.
- Set sales record every single year in both quantity and gross.