



David Marshall

Client Success Manager

[View profile on Dweet](#)

Languages

English

About

With over 15 years in sales, I've excelled at meeting targets and fostering client relationships across various retail settings. Skilled in CRM, upselling, and product demos, my experience equips me for dynamic retail environments. Fluent in basic English, I'm adaptable and ready for temporary positions.

BRANDS WORKED WITH

Aditus Audience Acquisition

Marketing Town

Mastermind Promotions

Subscriptions Marketing Ltd

Experience

● CLIENT SUCCESS MANAGER

Mastermind Promotions | Apr 2023 - Mar 2024

Account Management. Developing growth strategies focused both on financial gain and customer satisfaction. Researching to identify new markets and customer needs. Arranging business meetings with prospective clients and internal stakeholders regularly using the company sales software and control systems. Promoting the company's products/services addressing or predicting clients' objectives and identifying upselling opportunities. Negotiating, preparing and closing sales contracts ensuring adherence to law-established rules and guidelines. Managing the follow-up of prospects on CRM system and the sales pipeline on a daily basis. Collaborating with the CEO to continually expand knowledge and expertise around the product offering and keep up to date with sector developments and skills development. Providing trustworthy feedback and after-sales support. Exceeding sales targets and agreed KPI's. Forecasting product sales and achieving quarterly and annual sales objectives.



● SALES EXECUTIVE

Marketing Town | Jun 2020 - Sep 2022

Managed customer relationships through consultative sales techniques to attain individual sales goals. Adapted selling style based on customer profile and requirements. Collaborated with brands including The Royal College of Nursing to introduce SaaS to members and increase revenue by 30%. Communicated brand identity and corporate position to internal and external stakeholders through meetings and presentations. Mentored 20 sales representatives in proven sales strategies and best practices. Increased customer acquisition rates by 35% through data driven insight. Cold called 60 leads per day, successfully converting multiple leads into customers through smart sales techniques. Executed complete sales cycle process from prospecting through contract negotiations and closings. Top seller for The Times subscription service, consistently exceeding monthly revenue targets by 40%.

● Sales Executive

Aditus Audience Acquisition | Feb 2014 - May 2019

Lead agent for The Financial Times converting 'cold and warm' leads into paying customers for both UK and European markets exceeding revenue targets. Maximised customer retention by 38% proactively contacting upcoming renewals. Maintaining long-term customer loyalty. Exceeded targeted sales goals through proactive outreach. Increased monthly sales by 25% by implementing customer acquisition strategies through up-selling SaaS. Expanded territory by converting cold leads and negotiating profitable contracts. Cold and warm leads called over multiple accounts per day. Pivotal in securing contracts with leading brands such as The Economist and Financial Times.

● SALES BROKER

Subscriptions Marketing Ltd | Jan 2008 - Jan 2014

Senior Agent for 'Which' with an exceptional conversion rate of 50% through expertly navigating and managing customer engagements. Converted 'cold and warm' leads into fully fledged paying customers e.g., responding to requests for free guides. Optimised sales methods to best acquire, develop and retain customers. Retained 40% clients and obtained referrals by promptly resolving customer complaints, adding value and elevating service quality. Contacted current and potential clients to promote, up-sell and cross-sell products and services. Trained and mentored employees to maximise team performance. Augmented sales value by up-selling and cross-selling new products and services to existing customers.

Education & Training

2007

- **University College London**

Bachelor of Science,

2004

- **Bromley College of Further and Higher Education**

Bromley,