

SERGIO BECKHAM, JR.

TO: ROGER COLE, SVP GLOBAL GROWTH MANAGEMENT, FORTUNE 100 TELCO

RE: VICE PRESIDENT OF GLOBAL SALES POSITION

Have you ever stayed awake at night thinking about how you will deliver on your plan?

In this era of **SOCIAL REVOLUTION**, the power of the customer has never been more evident. Companies no longer dictate when they serve the customer and this means the balance of power has been tipped in the customer's favor. How we respond to their needs will either galvanize our future growth or launch us into uncertainty.

I understand the customer and know what they need to help their businesses succeed. I inspire my teams to deliver leading-edge solutions. In fact, I have re-written the rules of **EMPLOYEE ENGAGEMENT** and through my influential leadership have achieved compelling results in customer retention, growth and profitability for public-sector enterprise clients with slow-moving purchasing mechanisms.

Creating **PREMIUM VALUE** for customers drives my undisputed success and I know you will agree that the pace of change in the marketplace today is exponential. My tenacity and unstoppable energy has enabled me to outperform my competition and translate client challenges to unparalleled achievement with remarkable financial outcomes.

What does this mean for you? My critical wins have moved mountains for my employers and their customers. Let me do the same for you.

"Sergio is a change agent. He has the unique ability to assess and elevate the performance of the individuals that report to him in an incredibly short time frame.

He demands excellence of himself and those that work for him. His energy and enthusiasm are contagious; the professionals that work for him are thankful and energized by the strategies that he brings to the table."

*— Barbara L. Wolfgang,
SVP Enterprise Sales,
American Telecom Inc.*

CUSTOMER RELATIONSHIP VIRTUOSO

Developing deep and lasting relationships, empowering customer loyalty, and strengthening professional networks to be leveraged with your prospective clients to grow your revenues!

FINANCIAL/PROFITABILITY MANAGER

Outperforming competitors and delivering results—consistently **EXCEEDING TARGETS 99.9%** of the time—and producing market growth, customer retention and money stories.

PROVEN SALES STRATEGIST AND NEGOTIATOR

Inspiring employees at every level of the organization to champion **CUSTOMER SOLUTIONS** that stop them from running to the competitor.

HIGH-PERFORMING LEADER

Transforming cultural indifference to **MOTIVATED SALES PROFESSIONALS** by transforming their "why" to unparalleled success, improved productivity, and deepened customer loyalty.

TECHNICAL EXPERT

Debating technology bits and bytes with customers at all levels—from the technology manager, to the business unit leader, and the CXO.

BUSINESS GROWTH DRIVER

Performing account modeling and creating strategic plans for regions, branches, and accounts that yield market-leading results in a mature and saturated technology industry.

Roger, if you are as passionate as I am about creating value for your customer, increasing market share, and driving profitability, please contact me today for a **CONFIDENTIAL** meeting.

Let's move mountains together.

Sergio Beckham

Sergio Beckham, JR.

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Sergio Beckham Jr. is a maverick in the “mature” and intensely saturated telecom marketplace. Competition in this sector is intensely competitive and in order to differentiate himself, he needs to stand out in a compelling way.

Innovation and inspiration are his levers to achievement and by motivating his employees to think creatively, he is able to bring results that outshine his peers and move his company ahead of the pack.

Sergio speaks directly to the organization’s “pain points” by mentioning the “plan.” He knows that executives lie awake at night wondering how they will achieve their targets, targets that translate to shareholder value and performance bonuses.

Using an endorsement from the senior executive leader from a Fortune 100 telecom company adds cache to the message and punctuates the letter with credibility.

The color and inlay provide a focal point and visual anchor for his key competencies that will be evaluated against the job description.