

Daniel Nelson

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HVAC Sales Manager | B2B Account Manager



Sales powerhouse known for boosting revenue in both hot and cold markets

"I win customer trust based on my technical knowledge. They know I'm not just a sales manager, but a former HVAC technician who has installed and serviced the equipment I sell. How do I keep their trust? By delivering on my promises and quickly resolving any problems."

– Daniel Nelson

Sales Turbocharger

82% growth in three years

Account Cultivator

Fortune 500 | Corporate | Military

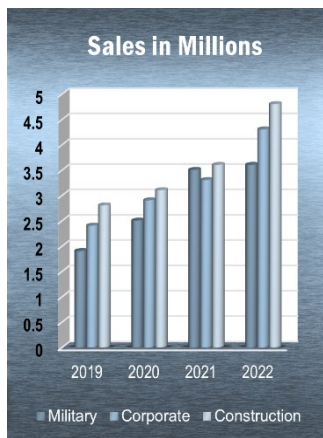
Loyalty Builder

98% customer retention

B2B Sales • Relationship Building • Account Development • Supervision • Negotiation • Green Initiatives • Needs Assessment
Sales Presentations • Value Proposition Development • Solution Selling • Budget Management • Contract Development

CAREER TRAJECTORY

JLM CONTROLS INC. | Maumee, OH | A division of a \$36.4B company that provides HVAC, fire, and security equipment sales and service.



Sales Manager (Promotion, 09/2019 – present) | \$12.7M, four-state territory

Shepherd a team of four account managers who sell HVAC equipment and services to corporate, commercial construction, and military customers. Oversee prospecting, presentations, proposal development, closing, negotiation, and support.

- ▶ Spiked military sales **87%**, bolstered corporate sales **78%**, and grew construction sales **76%** over a three-year period, delivering **82% total growth** during tenure.
- ▶ Resurrected business with a former customer who had been lost by predecessor. Secured place on list of approved vendors and ultimately closed a **\$315K** deal.
- ▶ Reduced competitive influence by designing a three-step issue-resolution system, improving customer retention from **77% to 98%**.

Account Executive (11/2016 – 09/2019) | \$2.75M territory

Drove sales, account management, and business development with corporate customers in central Ohio territory. Built relationships with key decision makers at customer companies. Developed and negotiated contracts with private sector and government organizations.

- ▶ Landed a **\$1.4M** contract with one of the country's largest sports arenas for the installation and service of new HVAC and fire safety equipment.
- ▶ Captured a **\$629K** account despite the customer's long-time practice of using the competition.

Key Accounts

Owens Corning
Nestlé
U.S. Military
JPMorgan Chase
Nationwide Arena

RG MECHANICAL, INC. | Columbus, OH | HVAC and mechanical services contractor.

General Manager, Service Group (05/2014 – 11/2016)

Supervised a team of 14 service technicians and sales reps. Led projects for more than 50 commercial accounts. Designed sales strategies for the service division. Trained sales reps and developed proposals. Managed P&L, budget, and billing for a division generating \$3.4M in revenue.

- ▶ Raised service revenue—from **\$1.9M to \$3.4M**—with a **5% increase** in margins.
- ▶ Expanded team **50%** to accommodate growth. Hired, trained, and coached new employees.

Customers
 Ohio State University
 Procter and Gamble
 Cleveland Clinic

KIPPER LLC | Columbus, OH | A commercial and industrial construction company.

Service Manager (Promotion, 06/2006 – 05/2014)

Service Technician (07/2003 – 06/2006)

Led a team of 12 technicians who serviced HVAC and refrigeration equipment for major retailers. Managed hiring, training, and coaching to meet and exceed customer service objectives. Collaborated with construction department to deliver installation and warranty services.

- ▶ Instrumental in landing a **\$1.2M** Verizon account based on relationship and trust cultivated as a former employee.

Customers
 Walmart
 Sam’s Club
 Kroger
 Target

EARLY CAREER SUCCESS

EDWARDS ELECTRICAL & MECHANICAL | Service Technician/Field Supervisor

- ▶ Installed and serviced commercial HVAC and refrigeration equipment and systems. Built trust with customers with a “do it right the first time” approach.

VERIZON/GTE | Building Services Supervisor

- ▶ Supervised 32 employees at 200+ facilities. Managed all building maintenance and vendor contracts. Reduced expenses **29%**.

EDUCATION & TRAINING

BS in Mechanical & Electrical Engineering

Ohio State University | Marion, OH

AA in Heating, Refrigeration & Air Conditioning

Interstate Technical Institute | Ft. Wayne, IN

Universal Refrigeration Certificate

TECHNOLOGY TOOLS

Salesforce, HubSpot CRM, Pipedrive, Tableau, Microsoft Word, Excel, PowerPoint, Microsoft Teams, Zoom

MEMBERSHIPS

American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE)
 The American Society of Mechanical Engineers (ASME)
 National Association of Sales Professionals (NASP)



Explanation of Project & Strategy

Background

Daniel's entire career was uniquely focused on the Heating, Ventilation, and Air Conditioning (HVAC) industry. He began as an HVAC technician more than 20 years ago, earned multiple degrees, discovered a talent for sales, and evolved into his current role as a commercial HVAC sales manager for a \$36B company.

Design and Header Image

Since his career and goals were industry-specific, his entire resume needed to be focused on HVAC too. Throughout the resume, I used varying shades of ice blue tones inspired by the "cooling" side of HVAC. I chose a banner image of an HVAC system in an industrial setting and recolored the photo in the same cool tones. Behind the name and contact information, I created a shape that was inspired by the ductwork in the header image. I filled it with a brushed aluminum texture, tinted it to an ice blue tone, then added a gradient for a curved look.

Summary Section

Dan was successful at building sales in fluctuating market conditions. To tie this into the theme, I created a branding statement, "Sales powerhouse known for boosting revenue in both hot and cold markets." I added the symbols for heating and cooling to either side of the statement.

During our consultation, Dan explained the reason for his success in sales: Credibility. Specifically, his hands-on experience with the equipment helped him establish trust with his prospects. To tell his story and connect the dots between his earlier career and his current position, I added a quote from Dan to explain the connection.

Below the quote, I added three key highlights to capture the attention of readers during their initial skim: His top sales accomplishment, his high-profile accounts, and his customer loyalty record. I presented these under three headings with the attributes that contributed to these accomplishments.

Experience

In Dan's current position, he had one overarching achievement: 82% sales growth in his three years in this role. I created a graph to break down the sales growth by customer type and years, showing the consistent increase in revenue. I added the same metallic, ice blue background to the graph, applied a gradient, and gave it a 3D look.

Under Dan's previous positions, I listed some sample customers in text boxes to demonstrate that he worked with high-profile accounts.

Education

I usually omit the two-year degree when a client has earned a bachelor's, but Dan's associate degree in heating, refrigeration and air conditioning was relevant in demonstrating his HVAC expertise. I felt it was important enough to add it right alongside his bachelor's degree.

