



Chief Sales Innovator
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CEO at Cold Closers, LLC, August 2009- Present

As Founder and CEO, I lead an innovative sales consultancy which provides ethical & professional sales performance improvement services that help companies sell their products and services smarter, better and faster through outsourced sales management, sales training, and sales process improvement solutions. With consistent application of the cold closing sales methodology, our clients realize sales revenue and profitability increases of 10-25% in a matter of months.

President at Cold Closing University, December 2008 – Present

As Founding President, I have created a professional sales community for sales learners, micro and small business owners, solopreneurs, entrepreneurs and home based business owners with a strong desire for results based sales development education and training. Our educational focus is on attitude enrichment and skills development designed to help the newest sales learner and the most seasoned sales leader increase front end sales performance and results. Our skills development focus is on cold calling, teleprospecting, telesales, email marketing and social media networking. With consistent application, Cold Closing enhances the ability to increase topline sales revenue, reduce sales cycle time and maintain better client service and stewardship.

Managing Partner at Cold Closers Sales Development Service, November 2005 – August 2009
(Rebranded as Cold Closers, LLC)

As Founder and Managing Partner, I managed successful sales development campaigns; including lead generation, appointment setting, event recruitment and inside sales to achieve sales revenue and profitability results for small business organizations across the country. Our core mission was to assist our clients achieve greater sales results in shorter time with less financial investment. Our clients derived these primary benefits from our sales development services:

- robust sales pipeline
- reduced sales cycle time
- improved prospect tracking
- increased sales performance & results

Inside Sales Manager (Contractor) at Contingent Network Services, June 2007 – October 2008

Contingent Network Services provides network technology infrastructure deployment and support services across North America and more than 50 foreign countries. As Inside Sales Manager, I was responsible for the development of qualified business opportunities resulting in:

- \$1.5 million in new client revenue (Applebees, Unos Restaurants, Pharmaca Integrative Pharmacy, Shoe Carnival, Real Mex Restaurants, Esprit Holdings, Baja Fresh, Fatburger, Piccadilly Restaurants, Pasta Pomodoro, Paradise & Associates- IHOP, Retail Technology Group, QVL Pharmacy, Accessline Communications and many more...)
- \$3++ million in forecastable sales pipeline, RFP's and bids (Lowe's, Embarq, MTS Allstream, Comcast, Windstream, CVS, BT Conferencing, Bresnan Communications, Globalive Communications, Rite Aid, Finish Line, Big Y Foods, Gordons Food Service, Nash Finch, Buffalo Wild Wings, Buca Di Beppo, Jersey Mikes and many more...)
- 100+ qualified leads (Cheesecake Factory, Cedar Foods- Wendy's, Birch Telecom, Bakers Footwear Group, Genesco, Denny's, Logan's Roadhouse, Sonic, Ruth's Chris, Godfathers Pizza, Towerstream, TJX Companies, Hot Topic, 360 Networks, Academy Sports, Broadview Networks, and many more)
- 50+ executed MSA's (Master Service Agreements)



Business Development Manager at Meta Marketing, April 2004 – November 2005

Meta Marketing is a leading national provider of Lead Generation, Telemarketing, Sales Prospecting and Cold Calling Services to B2B companies across a wide range of industry verticals. Meta specializes in finding buyers for expensive, intangible, and complex products and services such as commercial software applications, capital equipment, and business-related professional services. As Business Development Management, my key performance highlights were:

- #1 Sales, New Clients (February 2005- November 2005)
- \$150K+ New Client Revenue (2005)
- 60% of company revenue (2005)
- Fortune 500 Clients: Cisco, SunGard Data Systems
- Client Roster: Fairfax Imaging, Basware, eTransPlus, Lectra Systems, Vestica, SunGard HTE, Flair Data Systems, SunGard Data Systems, Cisco (Channel Partners)

Additional Professional Experience

- ExecuTrain Technical Training- Training Consultant
- Cendant Card Services- Member Services Representative
- NCR Systemedia- Sales Representative
- Reynolds & Reynolds- Sales Representative
- VarTek Distributing- Sales Representative
- MCI WorldCom- Business Agent
- DMR, Direct Marketing Results- Telemarketing Team Leader

Educational Profile

- Six Sigma Green Belt- January 2010
- University of Cincinnati
- Northern Kentucky University
- Wilberforce University

Professional Development, Mentorship & Associations

Member, LTD- Leadership Team Development, November 2004 – Present

LTD is a leadership mentoring organization for motivated learners and aspiring leaders who desire association and networking for personal and professional growth.

Mentor and Speaker,

- National College Business Management Program- Cincinnati Campus
- CBI- Cincinnati Business Incubator
- Greater Cincinnati Urban League ACE Program
- 2009 Women's Empowerment Conference
- 2009 SuperJobs Career Works Initiative



Recommendations and References

Clients

"Edward you have been such a great asset to my network of expert professionals whom I respect for your wealth of knowledge in executive sales and your overall business diplomacy. You're a creative genius, and tactical but accurate. I would recommend Cold Closers and your genuine expertise, as I already have and will continue to do. Thanks for all your hard work."

Top qualities: Great Results, Expert, High Integrity

Tracey Hayes, CBI- Cincinnati Business Incubator, hired Edward as a Business Consultant

"Edward is a talented professional with a tremendous background and passion for his work. He is a principle based thought leader who understands the importance of being results focused and results driven. His creative approaches will make him a go to partner for any team."

Top qualities: Personable, Expert, Creative

Berrece Andrews, Jr. NextLevel Vacations, hired Edward as a Business Consultant

"Edward is a resourceful and highly motivated sales professional. He not only found the exact right solution for our North American business, but eagerly followed up in a support capacity any time he was needed after the deal was signed. He has been a pleasure to do business with."

Top qualities: Great Results, Personable, High Integrity

Dejan Zenar, Esprit hired Edward as a Service Provider

"Edward has excellent principles and communications skills; delivers on his accountabilities and is a pleasure to work with. I look forward to our opportunities in the future and recommend him to my colleagues."

Top qualities: Personable, Expert, High Integrity

Donovan Blake, MTS Allstream, hired Edward as a Service Provider

"Edward is a pleasure to work with. He got me the outsourcing help I needed to focus on Innovation and keep our company moving forward."

Top qualities: Great Results, Personable, High Integrity

Ian Maurer, QVL Pharmacy, hired Edward as a Service Provider

"Edward watches out for the customer to ensure that promises are kept and that work is completed to the customer's expectations. I have enjoyed working with Ed because he makes sure the job is done correctly, communicates frequently and follows through with all local and remote service agents to ensure that my expectation are met. He has been able to make me look good to my management by delivering quality service every time I call upon him. My internal customers only have one thing to say, which directly reflects upon Edward: "You fixed the problem the first time and delivered the expected services quickly!"

Top qualities: Great Results, Good Value, High Integrity

Fred Beck, Pharmaca Integrative Pharmacy, hired Edward as a Service Provider

"Edward is an expert at business to business sales and marketing. I have never met a more talented door opener. He learns your business very quickly, and then gets on the phone. Whether calls are cold or warm, he gets people on the phone, gets them talking, understands their needs and creates an environment where they can't live another minute without your product or service. He is results oriented and delivers excellent value."

Top qualities: Great Results, Expert, Creative

Stacy Mays, Dynamic Grape, hired Edward as a Sales and Business Consultant, and hired Edward more than once



“Without doubt Ed was able to open doors for Mycom as we were expanding our client base for our Spam filtering service (mailMAX). With little ramp up time we had a full plate for our sales team to develop new accounts.”

Top qualities: Great Results, Good Value, Creative

Chad Mattix, Mycom, hired Edward as a Business Consultant, and hired Edward more than once

“Edward has been highly responsive to our business needs; his commitment to excellence in his work comes across well. Edward’s communication skills and his rapid response to issues show me that he’s the “go to” guy for issues.”

Tim Bruhn, AccessLine Communications, hired Edward as a Service Provider

Colleagues

“Edward was driven to be successful in each task given and could be trusted to manage himself professionally and to manage others as skillfully as people 15 years his senior. Edward will always be welcome on my team.”
Steve Farfsing, VP Sales / COO, Meta Marketing

“In my working(s) with Edward, I know him to be a very diligent, hardworking and attentive individual. Edward is outgoing and is the type of individual that can bring out the best in all that comes in contact with him. Edward is what I call an ‘eye-dotter’ and is not afraid to take on things outside of his scope to get the mission accomplished. I can take Edward at his word that any situation that he is addressed with will be handled professionally and within a reasonable time-frame.”

Tony McAllister, Director Of M.I.S. , Cedar Enterprises, Inc.

““Ed is a true professional to work with, tirelessly searching and qualifying for new leads. Ed’s enthusiasm and work ethic are great qualities for success. Ed never refuses a request or a challenge, and he is totally dedicated to meeting his goals. If he sets his mind to do something he will accomplish it, without fail.””

Tom Dodd, Business Development Manager, Contingent Network Services

“Edward has been an incredible addition to the sales family at Contingent. His ability to open doors with new clients is the best that I have ever seen.”

Phil Fannin, Sr. Business Development Manager, Contingent Network Services

“Edward was already with Contingent when I joined and enjoying quite the reputation in the sales organization for being a key contributor. The owner and senior executives all stated that he was extremely effective with all aspects of Inside Sales. I soon learned firsthand that Edward is indeed a true professional. Edward not only possesses a superior skill for prospecting, but also has a thoroughly organized method of documentation and follow up. Above all because Edward also has business savvy that resonates with C-Level executives, his efforts have been very successful in discovering and closing new business and in forming strategic industry relationships. Edward would be a key contributor and leader in any business sales environment.”

Ulysses Lutz, Business Development Manager, Contingent Network Services

“In my experience with Edward, he has worn many hats: mentor, leader, cold calling guru, and fan of Gold Star Chili. Our working friendship started here on LinkedIn as we started an off-line conversation about each other’s answers with the 5 groups we share. I was so enthralled with his professionalism, desire to serve, and entrepreneurial spirit, I immediately joined Cold Closing University - I think I was member number 8. Edward is one of those special few that I turn to in a pinch. He has not let me down, and I seriously doubt he ever will.”

John A. Hudson, Divisional Sales Manager, SmartTalent

“Edward certainly knows and understands what’s required to not only cultivate potential clients, but close the deal. He is professional and innovative. Whether you are a small business owner or in corporate sales, Cold Closing University will provide you with the resources and tools you need to break through to the next level.”

A. Michelle Blakeley, Personal Business Manager, Simplicity, Inc.



“Edward is a master when comes to providing opportunities and resources in the area of selling. He really has a knack for this stuff. What is more important he really loves what he does and it shows. He has created an environment where individuals can share their experiences with people who have a desire to learn and receive knowledge. The information you receive is priceless!”

J. Whitted, VP of Business Development, Technology Center Inc

“Edward Williams III is, in addition to being a positive individual, and an extremely personable fellow, a consummate Sales Professional. He is a delight to speak with, and his collaboration is extremely worthwhile. Edward's launch of Cold Closing University provides an extremely valuable resource to other Sales Professionals by addressing head-on--and in an open forum--the challenges we all face in building relationships by converting 'suspects' to Clients.”

Alex Fleischer, Contract Consultant, project-based, IDEA Consulting, www.ide-development.com

“Edward is driven for success and truly embraces teaching others to grow and become more successful. He is a very passionate businessman that is dedicated to his profession. Edward would be considered a master sales person with proven techniques and looks to duplicate his skills with individuals that are willing to sit with him to learn. Edward would be an asset to any organization that is looking to grow the bottom line.”

Jabron Webster, Education Consultant, New Horizons Computer Learning Center

“Before migrating to consulting/coaching I was blessed with the opportunity to work my way from trainee to SVP of Sales for a Fortune 500 company. Once I was the top sales officer it became my job to find training resources, and I never anticipated it being difficult to find someone to deliver training and coaching who had actual, relevant experience in their subject matter. Edward Williams is one of those rare breed business professionals who can deliver advice, training resources and coaching...all from the point of view that one can only develop after having done the job successfully themselves! It's been my experience that most sales people fail not because of the lack of closing skills, but they lack "opening skills." To them the sales cycle starts with a marketing lead. Edward has mastered the sales process from beginning to end. He understands that the sales process begins before the prospect understands they have a need, and then he teaches how to blast through all of the obstacles in making contact and honing in on those areas where prospects are experiencing pain. If I were still running a Fortune 500 B2B sales organization I would hire Edward without reservation. I would use his company for new hire training as well as helping my field management continuously fire up the troops. His enthusiasm for his profession is contagious!”

Greg Deming, President, Sales Performance Advisors

“Simply put, Edward is a visionary and a pioneer. He genuinely cares about his clients and business partners, and he proves it by delivering quality service with results. Edward possesses the rare combination of talent, passion and character. I recommend Edward Williams without hesitation.”

Michael Hanna, Professional Consultant, Sales Ops Solutions

“Edward has a unique and effective ability to articulate essential skills and concepts that all sales professionals desperately need to effectively do their job. Not only can he conceptualize these very well, but he can then assist you with the resources and methodology with which to educate yourself and then execute on those new skills powerfully for quick and tangible results. Besides all this and maybe most importantly Edward is extremely passionate and genuinely cares about the people he works with whether they are clients, business partners, co-workers or friends. I highly recommend him for any endeavor he chooses to undertake.”

Dave Steckel, Senior Sales Executive, iGrafx (a division of Corel Inc.)

“Edward is an innovative entrepreneur with strong focus on business growth and development of organizational relationships. He offers networking and consulting expertise with emphasis on marketing and sales.”

Chris Quinn, Sales Advisor, Landslide Technologies



“Edward Williams is one of the fastest growing sales leaders in the Cincinnati area. His creative knowledge and expertise in the business arena is vastly superior to most people I know in the sales force. His dynamic ability to create a large amount of revenue in a relative short period of time is very impressive to me. Any time you need sales advice, business advice, you can lean on Edward because I have for a hand full of years. He is my GO TO guy!”

Joe Miller, Logistics Account Executive, Total Quality Logistics

“I work with Edward from time to time on various opportunities. He is dedicated, relentless, and brings an intense positive focus to bear on his tasks. In all of our collaborations, he has delivered professional results. I look forward to working with him again.”

Dave Willis, Service Delivery Leader, Contingent Network Services

“Edward Williams is the hardest working Business Partner I have known and worked with. He is dedicated to providing 100% customer service and satisfaction in every venue possible when servicing others. We worked together at an innovative lead generation firm called Meta Marketing and he had incredible production capabilities for both the clients who used the company and the company itself. Enthusiastic, outgoing, and motivated, Edward excels at every position he has had and every challenge he takes on.”

Samantha Perry, Project Coordinator, Meta Marketing