

**Dynamic Sales Innovator**  
**Edward E. Williams III**  
**504 Purcell Avenue**  
**Cincinnati, Ohio 45205**  
**866 945 9449**  
<http://www.thecoldcloser.com>

### **Professional Profile**

*President at Cold Closing University, December 2008 – Present*

As Founding President of Cold Closing University, I provide thought and practice leadership 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 – Present*

As Managing Partner of Cold Closers, I provide thought and practice leadership to small business organizations who desire tactical cold calling services and results in 3 key areas: execution, training and consulting. We help our clients achieve greater results in shorter time with less financial investment and our sales development services:

- build sales pipeline
- reduce sales cycle
- improve prospect tracking
- increase sales performance & results

Through the application of distinct philosophical and mechanical processes; Cold Closing "success" will increase topline sales opportunity, consistent sales flow and sustain pipeline growth ...by as much as 25% in a matter of weeks!

*Inside Sales Manager 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. Through direct tactical cold calling efforts I was instrumental in developing 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 many more)
- 50+ executed MSA's (Master Service Agreements)

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*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. Key highlights:

- #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

MCI WorldCom- Business Agent

VarTek Distributing- Sales Representative

### **Educational Profile**

Sinclair Community College

University of Cincinnati

Northern Kentucky University

Wilberforce University

### **Professional Development & Associations**

*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. LTD offers a knowledge and practice base and "playing field" business environment to achieve greatness in whatever personal and professional endeavor I seek to accomplish. I am bonded to a group of men who provide me with:

- positive and rewarding association
- leadership training
- personal & professional mentorship

### **Recommendations and References**

#### **Clients**

"When you asked me to write this recommendation for you, I thought to myself, "Are there enough positive adjectives in the English language to describe your character?" Probably NOT! But however, 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 jubilantly recommend The Cold Closing Network 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 hired Edward as a Business Consultant in 2009

"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. hired Edward as a Business Consultant in 2008

"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, 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 hired Edward as a Sales and Marketing Consultant in 2004 , and hired Edward more than once

"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." April 30, 2008

Top qualities: Personable , Expert , High Integrity

Donovan Blake hired Edward as a Service Provider in 2008

"Easy to work with and flexible. Provides great service."

Top qualities: Great Results , Personable , Good Value

Daemon Heydon hired Edward as a Service Provider in 2007 , and hired Edward more than once

"Edward watches out for the customer to ensure that promise 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 hired Edward as a Service Provider in 2007

## **Colleagues**

"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 others 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

"Edward's Cold Closing University videos are packed with solid information for all sales makers. The training videos are topical and on-point!"

Steven Wilson, Independent Associate

"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

"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

"I have enjoyed working with Edward and providing him with content for Cold Closing Network. He is an ambitious entrepreneur, and very dedicated to helping others improve their sales skills."

Carolyn Taylor, Vice President of Sales and Marketing

“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

“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

“Edward as an upcoming entrepreneur in community outreach, it has become increasingly obvious that making “The Connection” with encouraging and knowledgeable people is important. Meeting Mr. Williams has been a pleasure and honor. He has continually proven his ability to assist in so many areas. He is a great friend and mentor. Whenever needed, I feel I can depend on him to provide guidance. As a proud member of The Cold Closer Network, I continue to find encouragement from Edward, through his communication skills, knowledge and willingness to share with the world. He is an awesome guy.... LaVonne, Swarmkids Inc.”

LaVonne Johnson, Community Outreach

“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 first hand 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 savy 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

“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

“Edward is very informed and fully understands how to execute sales. I have know Ed since our high school days and we have ran into each other again recently. I have joined his Cold Closing University Network and have received invaluable insight. I also look forward to sitting down with Ed soon and 'catching up'.”

Alfred Rosser, CEO/ Marketing Director

“I recommend Edward and his website [www.coldclosers.com](http://www.coldclosers.com) Edward has a great website and he is there to help you with great energy and service. Do go there and join. Regards Mikael Arndt President Arndt's Consulting Group AB”

Top qualities: Expert , Good Value , Creative

Mikael Arndt

““Highly Skilled, welcoming, trustworthy and Knowledgeable. Obviously an expert in his field with much experience, and very approachable. Most helpful and and easy to work with. Provides an excellent and very useful service!””

John Thomas Chepyha, Consultant, RainMaker and Personal Coach

"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

"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

"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

"Edward Williams is one of the finest fast growing sales leader in the Cincinnati ,OH area. His creative knowledge and expertise in the business arena is vastly superior to most people I know in the sales force. He dynamic ability to create a large amount of revenue in a relative short period of time is very very impressive to me. Any time you need sales advise, business advise, or just a very cool person to talk to 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

"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 shows me that he's the "go to" guy for issues."

Tim Bruhn, Circuit Implementation Specialist

"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

Top qualities: Great Results , Good Value , High

"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.

"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

"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

"Edward is a passionate and driven salesperson who refuses to accept no for an answer and will do what it takes to close the deal!!"

Jeff Stine, CPA, Controller / Director of Human Resources

"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