

Brian J. Cooper

Sterling, Utah 84665 | 435-862-1445 | BrianCooperSales@gmail.com

LinkedIn: www.linkedin.com/pub/brian-cooper/76/218/582/

PROFESSIONAL SUMMARY

Results-driven **Regional Sales Manager** with 20+ years of expertise in **B2B Capital Equipment** and custom-engineered solutions. Proven track record of managing **long-cycle sales (6-18 months)** and high-value deals.. Expert in **consultative selling**, technical lead qualification, and territory expansion within the Western Region. Disciplined in **CRM-driven pipeline management** and navigating complex stakeholder environments across Engineering, Operations, and Procurement.

INTERPERSONAL: THE BRIAN COOPER EDGE

I get it. This is probably the twenty-eighth resume you've looked at this morning. In a nutshell, this is why you stop at 28: I am persuasive, communicative, and take immense pride in the craftsmanship of a complex technical sale. I cut my teeth on the "Old School" greats like Zig Ziglar and Brian Tracy, but I have evolved into a data-driven leader who values honesty and an **ownership mindset**. I know the sales game, I play it well, and I thrive on getting the job done right.

CORE COMPETENCIES

- **Capital Equipment Sales:** Consultative Selling, Complex Contract Negotiation, Long Sales Cycles, ROI Analysis, Technical Scoping.
- **Territory Management:** Western Region Expertise, Lead Qualification (MQL to SQL), Pipeline Forecasting, Market Penetration.

- **Technical Proficiency:** HubSpot CRM, Salesforce, MS Office Suite, System Configuration, Project Lifecycle Management.

PROFESSIONAL EXPERIENCE

Custom Solar | National VP of Sales | 2015 – Present

- **Capital Systems Oversight:** Direct a national network for high-value technical systems across 33 states, managing complex sales from initial discovery through final commissioning.
- **Revenue Performance:** Personally averaged 30+ closed contracts per month by translating technical specifications into clear business value and TCO (Total Cost of Ownership) models.
- **Pipeline Discipline:** Managed a high-volume regional pipeline using data-driven metrics to ensure accurate forecasting and consistent achievement of quarterly revenue targets.

Nelson & Associates Inc. | Regional Sales Manager | 2011 – 2015

- **Engineered Sales Leadership:** Recruited and trained a high-performing team focused on technical solution selling and industrial account management.
- **Contract Negotiation:** Led multi-departmental negotiations involving Engineering and Quality stakeholders to secure large-scale regional contracts.

National Association of the Self-Employed | Area Sales Director | 2000 – 2005

- **Western Region Expansion:** Oversaw a seven-state Western territory, achieving **50% annual sales growth** through aggressive field prospecting and site-based needs assessments.
- **Account Retention:** Built and maintained a diverse portfolio of **300+ active accounts**, ensuring long-term loyalty through technical support and proactive relationship management.

KEY ACCOMPLISHMENTS

- **Market Growth:** Scaled Utah-based operations by 60% within 12 months through a "hunter" mindset and deep local industrial networking.
- **Operational Profitability:** Increased regional operating profit by 17% by refining the sales qualification process and optimizing margin protection during negotiations.
- **High-Impact Activity:** Maintained a disciplined outreach cadence of **80+ daily touchpoints** to sustain a robust pipeline for high-ticket capital projects.

EDUCATION

- **University of Maryland**, College Park, MD
 - **Brigham Young University / Ricks College**
-

