

JAABECCA J. JONES

SALES EXECUTIVE | B2B SOFTWARE SALES | BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Revenue-focused sales and business development leader with 10+ years of experience spanning B2B software sales, consultative selling, entrepreneurship, and sales team leadership. Ranked #1 in Wisconsin within Financial Education Services (FES), built a \$1.2 million book of business, and led an organization of 100 independent sales associates generating \$100,000+ in monthly sales. Experienced in full-cycle sales, product demonstrations, pipeline development, client acquisition, and relationship management.

SELECTED SALES ACHIEVEMENTS

1,000+ clients acquired as a business owner • \$1.2M book of business at FES • #1 Wisconsin FES sales performer • 100 sales associates led • \$100K+ monthly organization sales

CORE COMPETENCIES

B2B Software Sales • Full-Cycle Sales • Consultative Selling • Product Demonstrations • Prospecting & Cold Calling • Pipeline Management • CRM • Account Management • Negotiation & Closing • Sales Leadership • Client Retention • Strategic Partnerships

PROFESSIONAL EXPERIENCE

QB1 Solutions | Founder & Business Development Consultant | 2019–Present

- Acquired more than 1,000 clients as a business owner through referrals, networking, and outbound prospecting.
- Own the sales cycle from discovery and needs assessment through solution presentation, closing, and ongoing client relationships.
- Develop customer acquisition strategies, referral partnerships, workshops, and business consultations.
- Lead development of technology-enabled business processes and customer-management solutions, including QB1 OS; also founded Harwld, a decision-intelligence software product.

Pinnacle Level Group | Independent Business Owner & Business Consultant | 2015–2019

1099 Independent Contractor representing Financial Education Services (FES)

- Ranked #1 in Wisconsin in FES sales performance and was the only multiple six-figure earner in Wisconsin within the organization.
- Built a \$1.2 million book of business through consultative sales and relationship development.
- Led a sales organization of 100 independent associates generating \$100,000+ in combined monthly sales.
- Earned a performance-based car stipend and monthly bonuses in recognition of sales results.
- Advised consumers and small businesses on financial solutions and maintained long-term customer relationships.

FastTrak | B2B Software Sales Representative | 2013–2015

- Sold software solutions to small and midsize businesses through cold calling, outbound prospecting, and consultative sales.
- Conducted needs assessments and product demonstrations; managed opportunities from prospecting through closing.
- Consistently met sales goals.

EDUCATION

Upper Iowa University | Psychology Coursework