

JIM O'DONNELL

SALES & BUSINESS DEVELOPMENT MANAGER - BUILDING PRODUCTS



0421 654 101



jimodonnell@gmail.com



/jim-odonnell

Aggressive Strategy + Market Expansion = Explosive Growth

Expert Sales Leader who empowers teams using proven sales methods (Baseline and Strategic Selling) and daily disciplines of action to beat growth records for nationally acclaimed building material suppliers. Earned a reputation for mobilising sales teams to break new markets, enhance product offerings, elevate brand image.

Spirited Business Development Manager with 20-year record in scaling operations using high ROI concepts such as "20 Mile March," scrum boards, sprint goals and scoreboards to evolve the selling process, negotiate sharper and win more business.

EXPERTISE that drives success in the delivery of BUILDING PRODUCT solutions

- New Market Revenue
- Strategic Partnerships
- Product Development & Improvement
- Strategic Planning & Implementation
- Key Account Relationship Management
- Partner Program Development
- Sales Operations & Processes

Technology & Productivity Tools:

Salesforce, Trello, Klipfolio, Smartsheet, Zoom, Skype, Tiny Pulse

"There are good workers, there are great workers, and then there are "pit bulls" like Jim who continuously go above and beyond to build real relationships with clients and get the most out of that relationship for the success of both the customer and our company."

—Mick Clarke, Customer Success Manager, BuildTech

PERFORMANCE HIGHLIGHTS & IMPACT

BUILDTECH



- Sparked sales growth of \$310K per month in year 1 as Sales Manager.
- Raised overall win rate by 6%. Optimised conversion to orders from 38% win/loss ratio to 44%.
- Won major, high dollar supply and install contracts valued up to \$1.2M.
- Grew sales funnel from \$27.2M to \$85.8M.

TENSOR BUILDING TECHNOLOGIES, DULUX, UNITEX, STEELFRAME SOLUTIONS & BLUESCOPE STEEL



- Doubled annual sales from \$3.1M to \$6.1M in first year as Sales and Client Services Manager.
- Pioneered Dulux's first full cladding system, Exsulite.
- Beat sales goal by 25% (\$390K), winning business with Mirvac, Glenville Homes, AV Jennings and Simmonds Homes.
- Led continuous growth in sales from start-up to \$22.5M.
- Identified fabricator partners in WA, SA and VIC and grew market share from 4% to 18%.

PROFESSIONAL EXPERIENCE

BUILDTECH | Melbourne, VIC | 2005–Current

Leading building material suppliers. BuildTech designs and manufactures wall, ceiling and facade concealed-fix systems with modular components in timber and aluminium.

SALES MANAGER – VICTORIA (2010–Current)

Annual Sales Target: \$20M | Direct Reports: 6 | Report to: Managing Director

Appointed to build and lead BuildTech's new sales team in Melbourne—with executive mandate to break company records to realise \$2M monthly sales run rate—and support traditional growth of 15-20%+ per annum. Serve as a key member of the leadership team in setting strategy, building a values-driven workplace culture, and improving overall business performance.

“Growing a sales team isn’t as simple as putting a bunch of “A grade players” in a room and making them start selling your product. To build a “revenue engine” to fuel long-term growth, you must build and scale your sales division with intent. I established the infrastructure to consistently win new customers, upsell existing ones and achieve phenomenal growth.”



CHALLENGE: Create a new Victorian sales team and maximise performance of sales function.

RESULT: Built a fully functional team and created a sales culture that’s about “more than quotas”—in 6 months. Increased monthly sales by \$310K (\$1.33M/2018 to \$1.64M/2019). On track to attain \$2M monthly by July 2020.



Built a top performing sales team, by recruiting, training, and coaching high potential talent (X4) to compliment 2 existing staff. Created and applied performance measures and motivated a result- and client-focussed team culture. Negotiated lease of new studio space, coordinated concept design, and launched robust marketing campaign.



Managed the sales funnel for optimal conversion to orders from 38% win/loss ratio to 44%. Grew monthly sales to \$2M by July 2020 (up from \$1.33M). Bolstered the team in a complex fast-paced sales environment.



Powered daily operating disciplines and rhythm. Introduced daily scrum processes including 8:15 am team huddle in front of scrum board, weekly sprint goal, scoreboard on Klipfolio, weekly Sales Retro and NBD weekly meeting.



Championed the intuitive use of Salesforce CRM through entire sales operation (leads, sales, follow up, analytics). Applied the 4 Disciplines of Execution (4DX) – The secret of getting things done, on time and with excellence.



CHALLENGE: Increase win rate with new Supply and Install strategy.

RESULT: As a key driver in sales growth, won key/high dollar supply and install contracts valued at more than \$1M.



Designed robust strategy in collaboration with leadership team, with key focus on increasing project win rate and to combat substitution of project specification by builder or sub-contractors. Strategy included assembly of new project management team to execute and oversee end-to-end delivery of S&I contracts.



Developed strong relationships with contractors by understanding their needs. Identified projects for S&I initiative, presented value proposition and coordinated offers up to signed contract stage and handover to project team.



CHALLENGE: Improve win rate with Strategic Selling strategies.

RESULT: Clarity on project positioning improved Win/Loss ratio from 38% (3-month average) in 2018 to 44% in 2019.



Designed robust strategy in collaboration with leadership team, with key focus on increasing project win rate and to combat substitution of project specification by builder or sub-contractors. Strategy included assembly of new project management team to execute and oversee end-to-end delivery of S&I contracts.



Mapped project stages and format on Salesforce including a point system for clarity on the health of projects.



Revived sales funnel, by introducing Dave Kurlan’s Baseline Selling to focus team efforts on consultative sales and Miller Heiman’s Strategic Selling with Perspective methodology to help sales specialists identify key stakeholders.



CHALLENGE: Increase incoming A projects (value \$50K+).

RESULT: Boosted incoming A projects from 33 (Feb/2019) to 41 (Dec/2019).



Created “discipline of action” around NBD activity e.g. in-studio events, key influencer meetings, marketing/social media around key projects and promoting new product innovations.



Intensified activity to infiltrate further into architectural studios: 4 in-studio lunch events per month, post MT follow up meetings, 4 CPD/Interior Design presentations per month and 8 proactive key influencer meetings per month.



Increased project specifications by building strong connections with world leading architects. Grew conversion rate of specifications to orders by engaging with builders. Elevated company profile by teaming up with industry groups.



Inspired a culture of “Always searching for and asking for new business in everything we do,” by educating team on what questions to ask customers and keeping “Incoming A projects” as a top of mind lead indicator.

“My takeaway ... When done right, your sales team won’t just accelerate your company’s growth: they’ll enrich your company’s culture and help build a better product too!”

NATIONAL BUSINESS DEVELOPMENT MANAGER (2005–2010)

Sales Funnel Target: \$120M | Direct Reports: 2 | Reported to: Managing Director

Headhunted to ignite growth in the sales funnel by breaking new ground in architectural studios and construction companies across the ANZ region. Challenged to position BuildTech as a supplier of choice in a crowded market and serve as a catalyst in attaining the firm's BHAG of \$50M in sales by 2020.

"Business development doesn't need to be a cost centre. It can be ... and for the most part ... should be, a profit centre. In this role, I structured and drove the business development function for maximum efficiency and triple-digit growth."



CHALLENGE: Create a new business development team with effective processes to generate sales and funnel growth.
RESULT: Won specification on many prominent buildings nationally and developed a base of ~200 trusted advisor relationships.

Enlisted an NBD Coordinator and Assistant with a focus on high ROI activities. Key targets:

- Maintain key architect relationships > 4 key influencer F2F/week, proactive calls/emails, regular touch points.
- Partner Installer Program growing > 2 F2F/ week.
- Key builder relationships > 2 F2F/week.
- In-studio events/presentations > 2/week.
- Project lead F2F > 4/week.



CHALLENGE: Design a partner installer program focussed on avoiding product substitution and increasing win ratio.
RESULT: Registered 40 Partner Installers nationally to work more collaboratively on more projects.



Partnered with MD to design and pitch a value proposition package to selected installing subcontractors. Developed the collateral, presented to targets, and won approval to a formal agreement.



CHALLENGE: Infiltrate architectural studios and building firms across ANZ, build relationships and win more projects.
RESULT: Grew sales 315% (from \$27.2M/2013 to \$85.8M/2019), built a portfolio of ~200 new customers and positioned BuildTech as trusted advisors and the leading/preferred feature lining product nationally.



Developed and executed a 52-week program of events and presentations. Events included Lunches, CPD presentations, Interior Design Workshop, Solution Design Workshop.



Grew sales funnel by almost \$60M, through empowering the team to win more business by introducing a grading system for target customers. New system helped to identify key influencers to approach for F2F meetings (in order to gain a better understanding of their needs), evolved company positioning and unearthed new projects to be involved with. Expertly managed new target, new and existing customers through regular touch points using Salesforce CRM. High growth sales funnel enabled sales orders to increase from \$9.5M (2013) to \$31.7M (2019).



Created competitive advantage, by collaborating with the Product Development team to design and evolve products. Influenced the Marketing team in the development of collateral and campaigns.

My proudest moments ... Walking into a large architectural studio and being instantly recognised ... Being personally invited to be a part of a client project ... Being appreciated within our business as making things happen for the group."

AAA BUILDING TECHNOLOGIES | Melbourne, VIC | 2000–2005

Established as a start-up manufacturer, AAA Building Technologies supplied prefabricated steel wall frames, roof trusses and lined wall panels, mainly to the project builder housing market.

SALES & CLIENT SERVICES MANAGER

Hired to grow new business and lead sales team by identifying leads, pursuing business opportunities, monitoring new and existing account pipelines, and closing deals into Telstra—consulting, managed services, data centre, and cloud computing.

Headhunted for business recovery role to build and lead the sales and design functions. Oversaw sales, customer service, estimating and design functions providing leadership to a team of 5.



Recruited, trained, and coached 3 new sales staff to join existing team. United new team through robust processes, ongoing support and performance enhancing tools to inspire a success-centred culture.



Designed new client value proposition for existing clients (such as Metricon, Evo, AHB, Porter Davis) and focussed team efforts on increasing monthly spend while also maximising client satisfaction.

“What I learned ... I can teach skill, I can teach technique, I can teach product knowledge ... but I can't teach drive. I can't teach passion. I can't teach grit. You can't instil your passion in somebody else. You have to hire passion.”

EARLY CAREER SUCCESS

New Business Development, Acratex, Dulux

General Manager, Unitex

General Manager, Steelframe Solutions

Market Development Manager, Bluescope Steel

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Engineering (Civil), Swinburne University

Leadership Coaching, Gazelles International Business Coach

Sales Manager Coaching, Betsy Allen, weekly during 2017

Cashflow Story, Alan Miltz, 1-day conference

Sales Coaching, Greg Donlan, weekly for 3 months in 2018

Agile/Scrum Course, 1 day, 2018

The Growth Faculty Conference, Simon Sinek, Start with WHY, 2017

The Growth Faculty Conference, Malcolm Gladwell, The Future Disrupted and Reimagined, 2017

The Growth Faculty, Patrick Leoncini, Building High Performance Teams, 2019

UBT conferences | The Executive Connection, TEC 2005 – 2010

ENDORSEMENTS

“Jim was brilliant to work with from both a sales and design collaboration perspective. He takes a lot of care for the final outcome. I look forward to working with him in future.”

—Kate Papadello, Interior Designer, Woodscope(Client)

“Jim has been a great colleague over the past 6 years. His extraordinary tenacity and self-motivation combined with his industry knowledge makes him an unbelievably valuable member of the team.

The most annoying thing about Jim is he always has a very good point!”

—Drew Scapp, Marketing Manager, BuildTech