

DAVID LUONG

MeetDavidLuong.com | LinkedIn.com/in/luong

PROFESSIONAL SUMMARY

Sales professional with a proven ability to drive revenue growth, transitioning into an Account Executive role with a strong background in SaaS and B2B sales, specializing in prospecting, pipeline management, and consultative selling. Skilled at navigating complex sales cycles, building relationships with decision-makers, and exceeding revenue targets. Adept at leveraging CRM systems and sales automation tools to optimize workflows and improve conversion rates. Experienced in identifying client challenges and delivering targeted solutions that drive measurable impact and drive business growth.

CORE COMPETENCIES

- B2B SaaS Sales & Business Development – Proven success in outbound prospecting, qualifying leads, and closing high-value deals.
- Consultative Selling & Relationship Building – Expertise in engaging financial professionals, SMB owners, and C-level executives to drive adoption.
- Sales Process & Pipeline Optimization – Experience in shortening sales cycles through automation and structured follow-up strategies.
- Revenue Growth & Quota Attainment – Consistently exceeded sales targets, contributing to a 30%+ increase in new business.
- CRM & Sales Tech Proficiency – Skilled in Salesforce, LinkedIn Sales Navigator, ZoomInfo, and automation tools like Zapier.

EXPERIENCE

Business Development & Sales Manager | eXp Realty | Edmonton, AB | 2020 - 2025

- Led a team of 6 sales reps, managing 1,500+ weekly outbound calls and achieving a 20% conversation rate.
- Developed structured sales strategies that increased appointment bookings by 6-8 per rep weekly.
- Implemented CRM automation, improving response times by 40% and increasing conversion rates.
- Designed and executed targeted digital campaigns, resulting in a 30% growth in inbound leads.
- Delivered high-impact sales presentations to business owners and executive stakeholders, driving revenue and client acquisition.

Real Estate Associate | eXp Realty | Edmonton, AB | 2008 - Present

- Managed full-cycle sales, guiding clients through consultative selling and closing high-value transactions.
- Built a strong referral network, collaborating with financial professionals to generate new business.
- Optimized CRM tracking and automated sales processes to increase efficiency and lead conversion.
- Negotiated and structured customized sales agreements, ensuring optimal client satisfaction and retention.

Sales Development Representative (SaaS & FinTech) | Intuit | Edmonton, AB | 2004 - 2005

- Engaged small businesses and financial professionals, consulting on cloud-based financial solutions.
- Specialized in selling QuickBooks and financial management tools, increasing product adoption.
- Provided customer-centric sales support, assisting clients in selecting the best financial solutions for their needs.

EDUCATION & CERTIFICATIONS

IMX Innermetrix Training

DISC Index Behavioral Profiling

CXL

Digital Analytics

Northern Alberta Institute of Technology

Computer Network Administrator

TECH STACK & SALES TOOLS

Salesforce	Follow Up Boss	HubSpot
ZoomInfo	Google Ads	Meta Ads
MailChimp	Zapier	Slack
MS Office	Google Workspace	WordPress