**Robbie Dysart
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PROFILE

* Dynamic, results-driven B2B Sales Rep with 5+ years of consistently exceeding targets and setting record conversion rates
* Relationship builder, delivering tailored solutions that drive measurable revenue growth and long-term client success
* Consultative, customer-first approach, crafting high-impact demos and discovery calls to uncover pain points and engineer seamless tech integrations
* Thrive in fast-paced environments, optimising each stage of the sales cycle to maximise efficiency and impact
* Expertise in SaaS sales methodologies, including MEDDPICC, bringing a strategic mindset, relentless energy, and a passion for unlocking business value through innovative technology solutions
* Championed HubSpot implementation at Smartly, streamlining sales processes and improving adoption
* HubSpot Academy Certified, with expertise in Zoho CRM and Microsoft Dynamics for optimised pipeline management

SKILLS & ATTRIBUTES

* **Coachable** – Eager for feedback and new insights, quickly implementing strategies to enhance success.
* **Energetic** – Known for lighting up the room and bringing positive energy, I thrive on motivating the team and enjoying the ride.
* **Team Player** - I’m always willing to lend support and mentor peers to succeed.
* **Curious** – Driven to explore new ideas, technologies, and challenges, staying ahead and adapting to change.
* **Insightful** - Naturally attuned to people's thoughts and emotions, effortlessly understanding their perspectives.
* **Collaborative** – Promoting teamwork across departments to achieve shared goals.
* **Adaptable** – Embraces change with enthusiasm, navigating the ever-evolving tech landscape and new ways of working.
* **Competitive** – Thrives among high-performing peers, drawing inspiration from others to push boundaries and achieve excellence.
* **Confident** – Self-assured and articulate, ready to speak up, take charge, and inspire others.
* **Networker** – Naturally sociable with a sharp sense of humor, experienced in representing companies at events and cultivating strong, lasting relationships.
* **Committed** – Dedicated to exceeding expectations and delivering high-quality results with full effort and focus.

RELEVANT EXPERIENCE

**Smartly Payroll + HR Software (Datacom)** | **Sales Consultant** | **Aug 2023 - Apr 2025**

* **Top Closer**: Achieved an 86% conversion rate in Q3 2024 (highest in company history) and 79% from March-May 2024, closing 456 SMEs and generating $40,574.10 in MRR over 20 months, outperforming AEs with $3.4M in projected revenue.
* **Solution Selling**: Delivered high-energy, impactful demos, addressing client pain points and seamlessly integrating with client tech stacks to drive adoption and long-term success.
* **Outbound Leadership**: Led the time-on-phone leaderboard, mastering discovery calls, cold calling, and upselling to unlock additional revenue. Regularly sought after by peers for mentorship on prospecting, delivery, and closing strategies.
* **Cross-Team Collaboration**: Partnered with Product, Service Delivery, and Account Management teams to maximise demo value and ensure smooth post-sale implementation.
* **Account Executive Promotion**: Promoted to Account Executive in November 2024 due to exceptional performance, but the promotion was put on hold due to a company-wide hiring freeze and my impending relocation abroad.

**Smartly Payroll + HR Software (Datacom)** | **Outbound Sales Consultant** | **Jan - Jul 2023**

* **Lead Generation**: Self-generated leads through cold calling and market research, consistently exceeding sales targets.
* **SaaS Expertise**: Positioned products to align with client needs, driving consistent revenue growth.

**CNS Treasury Software** | **Growth Executive (Contract)** | **Oct** **2022 - Jan 2023**

* **Client Relationships**: Built strong rapport with Founder and CEO at Attain, leading to a role overseeing sales and marketing. Enhanced processes, despite a brief tenure due to budget mis-forecasting.

**Attain NZ (Revenue Growth Agency)** | **Lead Sales Developer (Attac)** | **Aug - Nov** **2022**

* **Sales Leadership**: Led the Attac division, selling Attac90 Professional Selling Process and Business Innovation programs to diverse markets. Managed onboarding and drove accelerated revenue growth.

**Attain NZ (Revenue Growth Agency)** | **Sales Developer** | **Sep 2021 - Aug 2022**

* **Solution Selling**: Sold Marketing, Sales, Brand, Media, PR, and Leadership Training solutions. Generated $470K in revenue through proactive prospecting, cold calls, emails, and networking, consistently exceeding sales targets by delivering the value of rev-ops.

**Delete NZ (Ready-To-Drink Alcoholic Beverage)** | **Key Sales Representative** | **Oct** **2020 - Sep 2021**

* **Sales Expansion**: Spearheaded the startup’s sales growth, negotiating placement in 170 liquor stores, and fostering key relationships to surpass sales targets.

**Double Yolk Digital** | **Business Development Manager** | **Jun - Sep 2020**

* **Go-To-Market Strategy**: Developed and executed a market sales plan for a startup workplace wellbeing app, generating leads and drove early-stage growth.

TRAINING & EDUCATION

* **The MEDDPICC Masterclass | Jan 2024**
* **Attac Business Innovation Programme | Jul 2022**
* **Attac90 Professional Selling Process | Sep 2021**
* **University of Otago
*BA in Communication Studies | 2019
BComm in Marketing Management | 2018***

TECHNICAL SKILLS

* **Sales Tools**: **HubSpot CRM**, **Zoho CRM**, **Dynamics CRM, ZoomInfo, LinkedIn Sales Navigator**
* **Software**: **Microsoft Office**, **Adobe Creative Cloud**
* **Collaboration**: **Slack**, **Zoom**, **monday.com**, **ClickUp, Confluence**

VOLUNTEER WORK

* **Movember Foundation** | **Top Fundraiser** (2021, 2018)
* **Mental Health Foundation** | **Fundraising Contributor** (2020)
* **Gut Cancer Foundation** (2020)

PASSIONS & HOBBIES

* Sports (golf, skateboarding, rugby, cricket, football, running) with a creative side—into music, films, and video editing.