

ERIC BEST

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TRANSFORMATIONAL SALES GROWTH LEADER | REGIONAL DIRECTOR

Strategic sales enablement and training leader with progressive experience in designing and successfully executing large-scale sales transformation initiatives. Proven ability to partner with executive leadership, accelerate revenue performance, and build scalable onboarding and development programs for field sales teams.

ELECTED ACCOMPLISHMENTS

- Designed and delivered program to activate a new sales division that surpassed 2025 revenue targets
 - Certified 317 Field Sales Professionals in a new customer segment; Program NPS: 58
 - 2025 Brandon Hall Excellence Award recipient for “Best Advance in Mobile Sales Enablement Tools”
- Led company-wide Customer Relationship Management (CRM) redesign
 - Increased adoption rates from 25% in 2023 to 97% in 2025
- Accelerated new hire sales success through onboarding and training
 - Onboarded 1,050 sales reps nationwide in a four-year span; Program NPS: 94
 - Increased new hire sales reps’ annual sales average by 9%
- Led national sales enablement and leadership development programs
 - Designed robust program elements that included: manager field guide, leadership series, new hire onboarding, JIT selling resources, podcast, selling simulations and talent assessment frameworks
 - **Increased sales rep revenue average from \$1.1M to \$1.5M**
 - **Increased market coverage average per rep from 46% to 58%**

PROFESSIONAL EXPERIENCE

BSN SPORTS

2013-Present

Leading distributor of team sporting goods and apparel

- **Director of Leadership Development, Sales Enablement** (2021–Present)
Lead the strategy, design, and execution of enterprise leadership development and sales enablement programs for a national, distributed sales organization. Partner with executives and cross-functional teams to identify capability gaps and deliver scalable, blended learning solutions: regional field events, workshops, and digital programs that elevate coaching effectiveness and frontline readiness. Use CRM and performance data to evaluate impact, drive continuous improvement, and strengthen organizational effectiveness. Built leader-driven toolkits and training frameworks that simplify complex workflows into clear field narratives, enabling internal teams and partner-facing roles to stay aligned, adopt key processes, and deliver a consistent experience across decentralized audiences.

Notable Key Performance Indicators:

2025 Leadership Development Series – NPS Average: 95; Skill Confidence Rating: 4.88/5.0

Leadership Development Series Attendees Promoted: 23 in 2025 and 12 in 2024

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- **Director of Sales Enablement – Midwest** (2019–2021)
Designed and Deployed training programs, sales tools, and communication strategies to improve sales effectiveness and accelerate adoption of new platforms and processes. Trusted advisor to executive sales leadership, partnering with CRO and VP of Sales Operations to align enablement, CRM readiness, territory optimization, and revenue-driving initiatives. Proven coach of field sales leaders using structured feedback models, with a strong track record in onboarding, cross-functional alignment, and scalable, just-in-time sales resources.
- **Manager – Field Sales Training** (2015–2019)
Directed onboarding and field sales training for 1,050 sales professionals nationwide. Redesigned onboarding program to accelerate productivity and improve seller engagement. Collaborated on development of an award-winning, industry-leading sales readiness platform. Led a team of Learning Consultants supporting sales and systems training. Built a national sales support model for 1,000+ sellers while reducing operating expenses. Developed talent with a strong promotion record, achieving three promotions within nine months.
- **Field Sales Professional** (2013–2015)
Consulted athletic directors and coaches on major equipment and apparel purchasing decisions. Expanded customer base across key high school and collegiate accounts. Consistently exceeded revenue targets and peer benchmarks.

EDUCATION

Master of Business Administration – The Ohio State University, Fisher College of Business

Master of Education – Grand Canyon University

Bachelor of Science in Human Ecology – The Ohio State University

PROFESSIONAL ASSOCIATIONS & LEADERSHIP

- NCAA Full Scholarship Athlete
- Volunteer CREW Kids Instructor, Lifepoint Church
- Volunteer Wellness Instructor, Ethiopian Tewahedo Social Services

References available up request