Joe Graves

Winchester, VA area · Remote · 540-308-9251 · joeg1255@gmail.com · linkedin.com/in/joegraves

Sales & Revenue Operations Leader | Team Turnaround & Performance Scaling Specialist

Most sales teams treat outbound prospecting like marketing instead of sales. That's why their revenue falls short, pipeline stalls early, and the right people never get reached.

It's killing your sales.

I fix the single biggest problem holding outbound sales teams back: not enough conversations with decision-makers — and not enough smart re-engagement with the prospects who already showed interest once or twice.

Company Grow , Winchester, VA

Founder | Sales Performance Manager | Revenue & Team Performance Turnaround Specialist
Jan 2026 to present

- I cut through the noise and drive results for your sales team by prioritizing the highest-leverage metric overlooked by most companies.
- I currently provide sales management, management consulting, training, CRM optimization, recruiting, and assessment/revenue-leak diagnostics to B2B outbound sales teams.
- Open to full-time or fractional sales management/leadership, sales performance/turnaround opportunities, and select consulting engagements where I can deliver immediate impact.

demandDrive Sales Manufacturing (formerly Jim Rohn Process; acquired in 2023) • Waltham, MA

September 2014 to January 2026:

Sales Performance Analyst
Dec 2024 – Jan 2026

- Owned performance reporting and CRM auditing for a 100+ rep outsourced sales team supporting 125 manufacturing clients (optimized post-acquisition from a peak of 170).
- Designed and maintained aggregated Zoho CRM data, custom reports for all clients, and data integrity processes that drive leadership decisions on rep performance, call metrics, and pipeline health.
- Identified underperforming reps through deep assessment in the CRM through reviewing workflow and call recordings (in addition to weekly reports), resulting in better prospecting and deal velocity.

CRM Trainer & Coach
2017 – 2024

- Served as the sole deliverer of the CRM training program that supported rapid growth from 35 → 100 salespeople and 60 → 170 clients generating over $400M.
- Designed and delivered 2,000 live Zoom training and reinforcement sessions plus on-demand CRM video library and playbooks.
- Delivered extensive end-to-end CRM onboarding program (setup, workflows, best practices, prospecting, data hygiene) that became the standard for all new hires.
- Served as the go-to CRM expert and performance coach for the entire sales organization.

Business Development Specialist
2014 – 2017

- Prospecting and closing role on the manufacturing team; while helping refine early sales processes that supported the initial growth phase.

Independent Sales Trainer, Sales Manager, and Performance Consultant (fractional)

2014 – 2020 **(concurrent with full-time role at Jim Rohn Process)**

- Delivered remote team sales management, sales training, management training, recruiting, CRM workflow coaching, and revenue-leak diagnostics to over 50 mid-market and SMB clients across SaaS, IT, education, industrial, medical, retail, and legal sectors.
- **Pivoted from the fractional practice in 2020** to go all-in on creating and scaling the internal performance analytics and coaching engine that today delivers personalized weekly insights to 100+ reps and leadership.

Berkeley Spring Instruments, Cumberland, MD

Program Manager
Nov 2012 – Feb 2014

- Deployed and trained the entire engineering team on a cloud-based project management platform and sales/tech support team on cloud CRM with mobile workflow — established repeatable processes that scaled with growth.
- Built and managed cloud documentation control system and internal data management infrastructure.

Laundry Equipment Services, Berkeley Springs, WV

Regional Business Manager & Webmaster
2011 – 2012

- Spearheaded selection, customization, and company-wide rollout of first cloud CRM; trained executives and 5-state sales team, standardizing processes and enabling mobile selling.
- Revamped e-commerce site and upgraded online catalog from <1,000 to 60,000 SKUs, driving faster order processing and higher parts revenue.
- Redesigned parts department workflows, increasing productivity and order fulfillment speed

Virginia Floor Services, Linden, VA

General Manager
2005 – 2010 | Multi-location retail flooring chain

- Owned full P&L: hired and trained sales teams, managed QuickBooks accounting, AR/AP, payroll, inventory, and marketing
- Overhauled operational processes resulting in higher close rates, stronger financial controls, and measurable productivity gains
- Designed and administered company network, VPN, server, security, workstations, and intranet — early adopter of cloud-connected infrastructure

Fitzgerald Auto Mall, Gaithersburg, MD

Internet Sales Consultant → Internet Sales Manager
2000 – 2004 | 6-brand auto dealership group

- In first 30 days as Internet Sales Consultant, shattered every existing company internet-sales record → was mentioned in a **Wall Street Journal** article on emerging digital auto sales.
- Promoted to Internet Sales Manager (Frederick, MD location): built and led training program that scaled internet sales department and lifted close rates across the team.
- Pioneered in-house vehicle feature videos, custom websites, and email + phone follow-up systems years ahead of industry adoption.