

GAY RENELL ELLIOTT

CAREER BRAG BOOK | SELECTED ACHIEVEMENTS

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This career brag book summarizes selected, resume-supported accomplishments for interviews, executive conversations, and performance discussions. Add project names, dates, customer examples, and supporting metrics where available.

Achievement Snapshot

Achievement	Evidence from career history
Territory revenue growth	Expanded Forbo Flooring Systems territory revenue from approximately \$250,000 to more than \$6 million.
People leadership	Led and mentored 17–20 Account Executives across an eleven-state healthcare market region.
Career progression	Advanced from Account Executive to regional leadership within six months at Nora Systems.
National market development	Currently leads architectural-segment business development across North America.
Specification and project influence	Supported specification development from early project design through construction and installation.
Industry visibility	Served as a paid consultant and national presenter for the Carpet & Rug Institute and IIDA.
Recognition and thought leadership	Received sales/design recognition and contributed expertise through publication and television coverage.

Signature Story 1 — Building a High-Growth Territory

Situation: A territory required sustained growth and stronger commercial relationships.

Action: Combined consultative selling, specification development, customer education, direct-to-installer relationships, and project management.

Result: Grew territory revenue from approximately \$250,000 to more than \$6 million at Forbo Flooring Systems.

Interview prompt: Explain the specific account strategy, time period, and sales activities that drove this growth.

Signature Story 2 — Leading a Regional Healthcare Sales Team

Situation: Healthcare market development spanned multiple states and involved varied stakeholders.

Action: Led regional initiatives, mentored 17–20 Account Executives, partnered with architects and healthcare stakeholders, and introduced project-tracking practices.

Result: Supported regional revenue growth and improved sales accountability, specification management, and project conversion.

Interview prompt: Prepare one example of coaching a team member or aligning a cross-functional group around a major opportunity.

Signature Story 3 — Influencing Specifications and Market Adoption

Situation: Architectural product opportunities often begin during design development and require multiple stakeholder relationships.

Action: Built relationships with architects, designers, contractors, developers, and end users; identified market needs; and collaborated with product teams.

Result: Strengthened specification opportunities, product adoption, project conversion, and customer retention.

Interview prompt: Bring a specific project example, including the stakeholders involved and the business outcome, if available.

Leadership and Professional Recognition

- Led and mentored Account Executives across a multi-state territory.
- Advanced into regional leadership within six months based on performance.
- Received the Starnet Design Award in the Education Category and an Annual Sales Award from Forbo Flooring Systems.
- Recognized with the President's Award from Armstrong Air.
- Completed leadership training at St. Gallen University in Switzerland.
- Contributed industry knowledge through national presentations, publication, and television coverage.

Details to Add Before Using This Brag Book

- Name and description of two or three major projects, including project value where shareable.
- Specific annual quota, attainment, margin, pipeline, or market-share results, if available.
- A concise example of a difficult negotiation or customer challenge and its outcome.
- A concrete example of hiring, coaching, or improving team performance.
- Customer testimonials, approved references, awards, certificates, or other evidence that can be shared appropriately.