

Ned McRae

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Education

Bachelor of Business

February 2024 - June 2025

University of Technology Sydney (UTS)

- Major in Accounting and Management

Work Experience

Business Account Executive

July 2024 - Present

SpinTel, Sydney

- Engage business clients via inbound calls to uncover pain points and position tailored telecom solutions
- Qualify leads and identify upsell and cross-sell opportunities, contributing to team revenue targets
- Translate complex product offerings into clear business value propositions to influence decision-makers
- Collaborate with technical and provisioning teams to ensure seamless handoff and implementation of sold solutions

Sales Representative

January 2024 - July 2024

SpinTel, Sydney

- Manage high-volume inbound and outbound calls to maximise sales targets
- Manage multiple ongoing relations with residential clients, deep product knowledge in order to provide customers with the best solution. Focus on reducing churn and increasing LTV.
- Suggested and implemented new outreach strategies based upon psychology fundamentals, resulting in more customers and increased LTV.
- Exceed KPIs based on conversion rate, customer satisfaction and GMV.

Peak Trade Casual

October 2023 - February 2024

JB Hi-Fi, Bondi Junction

- Undergo monthly benchmarking and training to analyse sales performance. Created action plans to exceed KPIs and improve customer satisfaction.
- Focus on delivering the complete solution – providing customers with everything they need to make the most out of their purchase by selling additional products.
- Create a warm and welcoming customer experience by establishing rapport and trust.

Referees

Liam Bal

CEO, SpinTel

liam.bal@spintel.net.au

Carmelo Fedele

Former Head of Year, International Grammar School

carmelof@igssyd.nsw.edu.au

Specialized Skills

- Sales: Identifying customer needs, presenting tailored solutions, and closing deals to maximize revenue and client satisfaction.
- Product Knowledge: Deep understanding of products and benefits, allowing for tailored recommendations that meet customer needs.
- Problem-Solving: Analyzing challenges, identifying solutions, and implementing effective strategies to improve business outcomes.

Additional Skills

- Leadership Presence
- Collaboration
- Conflict Resolution
- Communication
- Time Management
- Attention to Detail
- Resilience

Hobbies and Interests

- Muay Thai: Train Muay Thai and fought professionally overseas. Requires high level of discipline and fortitude.
- Self-Development: Focused on developing as a person and professionally.
- Soccer: Competed in high-level soccer until the age of 16.
- Gym/Fitness: Dedicated to keeping fit and staying healthy.
- Ecommerce: Developing skills in the ecommerce industry for a future career.