BRIAN PARTON

High-Ticket Closer | Phone & Video Sales | Coaching & Education Programs

St. Pete Beach, FL | (770) 548-5548 | parton.brian@gmail.com | Open to Remote

PROFESSIONAL SUMMARY

High-ticket closer with 20+ years selling education, coaching, and financial programs over phone, Zoom, and in person. Over $1M in career coaching/education program sales, top-5% national conversion at Online Trading Academy, and a current 70% same-day close rate. Consultative, low-pressure style built on Sandler: deep discovery, calm objection handling, and clean commitments. Proven remote producer comfortable on 100% commission, high call volume (80–100+ dials/day), and disciplined CRM follow-up.

CORE SKILLS

High-Ticket Closing ($5K–$10K+ avg. deal) • Phone & Zoom Consultations • Needs Discovery • Objection Handling • Upselling & Tiered Offers • Sandler Selling System • CRM Pipeline Discipline (Zoho CRM) • Webinar & Event Follow-Up • Remote Self-Management • Sales Training & Call Review

PROFESSIONAL EXPERIENCE

National Association of Family Services (NAFS)

Trust Sales Presenter & Closer | March 2026 – Present

- Run 7–12 consultative trust and estate-planning sales sessions per week, closing on the spot.
- Average a **70% close rate** on same-day enrollments; handle price, spouse, and "think it over" objections in the room.
- Manage leads, notes, and follow-ups in Zoho CRM as an independent, self-directed 1099 producer.

Liberty Trading Club

Founder / Lead Coach & Closer | St. Petersburg, FL | 2020 – 2025

- Built and ran a remote coaching/education business: marketing, enrollment calls, and client delivery.
- Personally closed coaching and mentorship programs over phone and Zoom from inbound and webinar leads.
- Owned the full funnel—lead generation, discovery calls, enrollment, onboarding, and retention.

S&P Trading Group

Director of Sales & Marketing | St. Petersburg, FL | 2020 – 2023

- **Grew monthly revenue 58%** and **revenue per lead 15%** by rebuilding webinars, events, and sales presentations.
- Hired, trained, and coached closers and setters; ran the call center on the Sandler system with recorded-call reviews.
- Delivered multiple 3-hour live and virtual presentations weekly that fed booked enrollment calls.

Online Trading Academy

Business Development Manager | Atlanta, GA / St. Petersburg, FL | 2013 – 2020

- Closed high-ticket education programs, maintaining a **top-5% conversion ratio nationally**.
- Worked event and webinar leads through a disciplined pipeline with consistent, timely follow-up.
- Presented multiple 3-hour sessions weekly, converting attendees into booked one-on-one closing appointments.

Howard Capital Management

Regional Vice President | Roswell, GA | 2010 – 2013

- Standardized the sales process and activity tracking, improving team productivity and close rates.
- Built strategic relationships that won new business, including bids and rebids on major contracts.

EDUCATION

Georgia Southern University, Statesboro, GA — B.S. Logistics; B.S. Education

TRAINING

Sandler Selling System • Public speaking & audience-control coaching (Adam Matiskos) • Former Dave Ramsey Endorsed Local Provider (through 2016)