KEVIN TRAN

Outside Sales Representative | Industrial and MRO Supplies

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SUMMARY

Outside sales representative with 8 years of B2B sales experience in industrial supplies and packaging. Manage a West Michigan territory of 140 active accounts and $6.8M in annual sales. Reached 112% of quota in 2025 and 108% in 2024; opened 31 new accounts in 2 years. Daily Salesforce user with a 90-day forecast within 5% of actual sales.

EXPERIENCE

Outside Sales Representative, West Michigan Territory — ***Grand Lakes MRO Supply*** Apr 2021–Present

Wholesale distributor of fasteners, cutting tools, safety products, and maintenance, repair, and operations (MRO) supplies; 12 branches and $210M in annual sales.

- Manage 140 active accounts across 9 counties, mostly plant managers and purchasing agents at manufacturers; visit 18–22 customers per week.
- Reached 112% of a $6.1M quota in 2025 and 108% of a $5.6M quota in 2024; ranked 2nd of 24 outside reps in 2025.
- Opened 31 new accounts in 2 years from cold calls, trade show leads, and referrals; the new accounts added $940,000 in annual sales.
- Grew territory sales from $4.9M in 2021 to $6.8M in 2025 (39%) with vendor-managed inventory programs at 12 customer plants.
- Log every visit, quote, and opportunity in Salesforce; the 90-day forecast stayed within 5% of actual sales for the last 6 quarters.

Inside Sales Representative — ***Granite Valley Packaging*** Jun 2018–Mar 2021

Manufacturer of corrugated boxes and custom packaging with 2 plants and 350 employees.

- Answered 60–80 calls and emails per day from distributors and direct customers; quoted 25–35 custom orders per week.
- Converted 28% of quotes to orders, against a team average of 21%.
- Grew a book of 85 small accounts from $1.2M to $1.6M in annual sales in 2 years with reorder reminders and void-fill product add-ons.
- Coordinated rush orders with 2 plant schedulers; on-time delivery for the account book reached 97% in 2020.

EDUCATION

Thornapple Community College May 2018

Associate of Applied Science in Business Management

SKILLS

Sales:	Territory management, Prospecting and cold calls, Needs analysis, Quotes and pricing, Negotiation, Account plans, Vendor-managed inventory (VMI)
Products:	Fasteners, Cutting tools, Safety and PPE, Janitorial and MRO supplies, Corrugated packaging
Tools:	Salesforce, Epicor Prophet 21 (ERP), LinkedIn Sales Navigator, Microsoft Excel, Microsoft Teams

AWARDS & HONOURS

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President's Club Feb 2026

Grand Lakes MRO Supply

Top 3 of 24 outside sales representatives for 2025 sales growth.

CERTIFICATES

Certified Sales Professional (CSP) Sept 2024

Manufacturers' Representatives Educational Research Foundation (MRERF)

OSHA 10-Hour General Industry Feb 2022

OSHA Outreach Training Program

Valid Michigan driver's license, clean driving record Aug 2016

Michigan Secretary of State

LANGUAGES

English (Native) · Vietnamese (Conversational)

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