



Alexander Ariel Teruel

Consultative sales for technology products and services

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General information

- European driving licences A, A1, A2, AM and B
- Own vehicle
- Able to travel easily
- Available throughout the European Union and Switzerland
- Spanish citizen - eligible to work in the EU and Switzerland

Core capabilities

- Consultative sales
- Corporate accounts
- Power mapping
- Technical and financial proposals
- Negotiation
- End-to-end implementation

Sales training

- Consultative Sales and B2B Remote Work - European School of Management, 2020
- Business Sales Certification - Altice Academy, 2020
- Cloud Services Sales - Claro Dominicana, 2017
- Conscious Complex Sales - Transformative Knowledge, 2013
- Sales Closing - Barna Business School, 2012

Education

Digital Transformation: AI and Big Data - Universidad Nebrija - 150 hours - 6 ECTS - 2026

Unfinished university studies in Telematics Engineering and Systems Engineering

Upper secondary education - Colegio Vega Nueva - 1998-2002

Languages

Native Spanish - Basic professional English

Professional profile

Account Executive and B2B sales consultant with experience in telecommunications, ICT solutions and corporate accounts. I research before proposing, identify the real decision makers and translate needs into technically and financially defensible business outcomes.

Relevant experience

Jan 2024 - Present **CEO - Commercial and strategic leadership**

TrendyX Publicidad - Valdemoro

Commercial leadership for design, print, signage, web and personalised products. Integrating AI, hosting and digital transformation into end-to-end client solutions.

Sep 2018 - Aug 2021 **Senior B2B Sales Consultant**

Altice Hispaniola - Dominican Republic

Managed corporate accounts and converged telecommunications, cloud, security and collaboration solutions involving Fortinet, Cisco and Microsoft technologies.

Nov 2011 - Aug 2018 **Business Consultant - Corporate Clients**

Claro RD - Santiago de los Caballeros

Achieved 145% of the general sales target and exceeded the cloud target by more than 200%. Closed infrastructure projects and trained the team in IP Trunk, Hosted PBX and objection handling.

Nov 2021 - Jan 2024 **Operations Director**

TRAZUL - RDPOST Partner - Spain

Launched postal operations, planned routes and territories, coordinated 6 to 10 people, and established procedures, performance reporting and SLA controls.

Sales philosophy and method

The sale does not exist. The purchase does.

- Situation: understand why the buyer currently feels they are already fine.
- Attention: earn the right to be heard through relevant questions.
- Commitment: build together with time, information, people and resources.
- Proposal: translate the problem into a technical and financial solution.
- Decision: reduce uncertainty and enable a clear agreement.
- Delivery: implement, serve and prove the promise that was made.