

Terry Latta

Contract Sales Account Manager

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Business Develonment Corporate Sales Terry Latta Equipment Operations is a top sales achiever with 20+ years experience in the oil and gas industry. He develops enduring customer relationships and creates strategic,

Product Managenaly value-add sales plans and promotional programs. Mr. Latta started his career as a Field Equipment Operator and has been repeatedly promoted due to his strong customer relationship building skills, continuous learning, and talent for business development.

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EXPERTISE

- Territory Account Management
- Quotes | Bid Tenders | Sales Forecasting | Market Analysis
- Corporate Sales & Business Development
- Cementing & Acidizing Pumping Services
- Cold-Calling & Relationship-Building
- Customer Relationship Management (CRM)
- Field Equipment Operations

PROFESSIONAL DEVELOPMENT

- Sales, Customer Account Management & Product Knowledge Seminars
- Crew Resource Management (CRM)
- Tactical Sales Training
- Stephen Covey Sales Training

SALES PERFORMANCE & CAREER HIGHLIGHTS

- Delivered over \$180 million in. revenue since 2014 for Canadian market
- Maintained # 1 sales position for the past four years in Pressure Pumping
- Played a key role in expanding customer market from 25% to 40% within 3 years
- Grew and Maintained new business revenue 100% over 4.5 years in pressure pumping
- Slashed DSO's (days outstanding) on invoices from 62 days to 41 days.
- Expanded market share by 15-20% YoY with all service lines
- Mentored colleagues on the "Cold Calling" process with prospective clients

EXPERIENCE

Account Manager - Pressure Pumping

Baker Hughes, Calgary, AB

Account Manager

Field Sales Representative

BJ Services Canada (now Baker Hughes), Calgary, AB

Field Equipment Operator

Nowsco/Fracmaster, Grand Prairie/Red Deer, AB