Brian Broyles

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Summary

Sales and training leader with 20 years of experience across national accounts, field sales teams, and customer programs, with a Master's in Industrial and Organizational Psychology (Capella, October 2026). Most recently trained and coached partner sales teams at D.R. Horton, America's largest homebuilder (400+ agents), and built the systems that track their results: CRM design, adoption reporting, and AI-assisted tools. Seeking a remote role in sales leadership, enablement, or people analytics, where data and the psychology of how teams learn and perform meet.

Experience

National Sales Trainer, Deako

Jul 2025 to Oct 2026

- Designed and ran sales training programs for national sales teams, building complete presentation decks and materials for every session.
- Trained and coached 400+ sales agents at partner D.R. Horton, America's largest homebuilder, across 30+ divisions, in person and virtually, tailoring content to different audiences and learning styles.
- Trained agents to sell optional smart home packages as a profit driver, covering product knowledge, FAQs, and how packages financed into the buyer's mortgage add margin for the division; in-the-mortgage package sales rose 1.5% to 12%+ after visits, a lift divisions nicknamed the "Brian Bump."
- Delivered about 32 trainings a year to groups of up to 70: model home and division studio presentations, lunch and learns, webinars, and hands-on installations with agents.
- Traveled nationally on training runs of up to 10 days, with as many as three trainings in a week across different cities.
- Evaluated program effectiveness and improved it based on feedback and results; drove adoption of the program across the builder network to build product knowledge and sales confidence.

Selected project: Outreach CRM, built with Claude as an AI development partner

- Designed and built a shared CRM to run national agent outreach: 489 sales agents and 800+ model homes across 30+ divisions in one live system, replacing separate spreadsheets.
- Built readiness tracking that moves a model to Done once its agent is fully confirmed, and flags hardware problems from live connection data on 3,000+ switches across 442 models.
- Created a weekly activation tracker that reports real product use by division with week-over-week trends, giving leadership a measurable view of adoption.
- Ran a structured outreach cadence of calls, texts, and emails: 116 touches to 74 agents in one week, with fully confirmed agents rising from 8 to 12 week over week.
- Produced a data-driven field-visit proposal that ranks divisions by models ready, distance between them, and time per visit: 57 models in about 17.5 working days.

Account Manager, eBay.com / Randstad

Aug 2023 to Apr 2025

- Managed a portfolio of 50 top-tier partner accounts contributing to $400M in annual revenue, and achieved 15% year-over-year portfolio growth.
- Conducted strategic account planning and quarterly business reviews, increasing average account value by 12% through upsell and cross-sell opportunities.

- Negotiated high-value contracts with national accounts, securing multi-year agreements and improving retention.
- Worked with cross-functional teams to build scalable support models, improving account satisfaction scores by 18%.

Director of Sales, BG Multifamily

May 2021 to Aug 2023

- Managed client accounts across six markets in the Midwest region, including St. Louis, Chicago, and Tennessee, reaching 119% of quarterly revenue goals and growing the portfolio by $52M through targeted prospecting and relationship management.
- Implemented market-specific growth strategies that raised performance in underperforming territories by 22%.
- Managed a rotating team of up to 50 placed staff, 100+ in total, with 25+ converted to permanent hires by client companies.

Finance Manager, DriveTime

Oct 2015 to May 2021

- Managed customer financing and payment plans, keeping accounts accurate and compliant while supporting the sales team.

Direct Sales Manager, Spectrum

Oct 2011 to Oct 2015

- Managed a portfolio of corporate accounts, focusing on retention and expanding services through upselling and cross-selling.
- Led account executives in carrying out growth plans, achieving a 15% increase in market share.

Sales Manager, Rent-A-Center

Jan 2006 to Oct 2011

- Led store sales, customer agreements, and payments, matching products to customer needs.

Education

- **Capella**: Master of Industrial and Organizational Psychology, October 2026
- **Southern New Hampshire University (SNHU)**: Bachelor's, Business Operations, Cum Laude, March 2026

Certifications and awards

- Google Foundations of Digital Marketing & E-Commerce, 2025
- Google Foundations of Project Management, 2022
- Diamond Club Winner, Excellence in Innovation, BGSF, 2023
- Work Human Innovation Award, BGSF, 2022

Skills

Sales Training and Enablement • Partner and Channel Enablement • Coaching and Facilitation • CRM Design and Administration • Data Analysis and Reporting • Account and Relationship Management • Program Management • Industrial and Organizational Psychology

Tools: Canva • PowerPoint • HubSpot • Salesforce • Tableau • Microsoft Teams • Google Meet • Claude (AI)