



DOUG LEHMAN

Sales Leader - Content Media

Atlanta, GA - Sales Executive

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Communication Skills

VIDEO SALES COACHING

VIDEO CORRESPONDENT

VIRTUAL SELLING

SOCIAL SELLING - DIGITAL SELLING
MEDIA PRODUCTION

EXPERTISE

- Account Management
- Business Development
- Direct Sales
- Content Marketing
- Sales Presentations
- Social Selling
- Event Marketing
- Social Media Marketing
- Video Marketing
- Video – Audio Production
- Service Training
- Product Training
- Event Management
- Experience Marketing
- Customer Experience
- Virtual Training
- Account Retention
- C-Suite Engagement
- Remote Selling
- Video Host

Technical Skills

- Video Editing
- Microsoft Office
- StreamYard
- LinkedIn Video Training
- Video SEO
- Voice-Overs
- Webinar Facilitator
- Script Writing

Welcome Video



Welcome Video



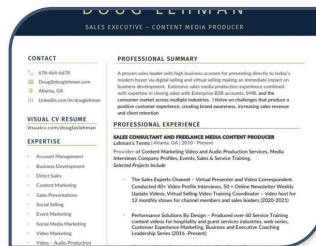
Video Engagement Post Sales



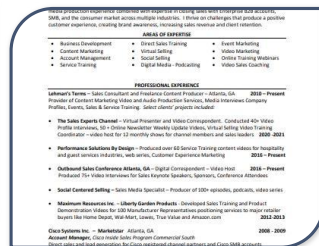
Event Video Marketing Interview...



Video and Voice of The Customer...



Modern Style Resume



Conventional Style Resume

PROFESSIONAL SUMMARY

A proven sales leader with high business acumen for presenting directly to today's modern buyer via digital selling and virtual selling making an immediate impact on business development. Extensive sales media production experience combined with expertise in closing sales with Enterprise B2B accounts, SMB, and the consumer market across multiple industries. I thrive on challenges that produce a positive customer experience, creating brand awareness, increasing sales revenue and client retention

Are you looking for a specialized talent that stands out against the competition building sales revenue and improving customer loyalty? My experience in producing and delivering Sales Media Content is an added skill set that I can bring to your sales and marketing teams improving sales messaging with call-to-action results.

CAREER HISTORY & PROJECTS

LEHMAN'S TERMS - Sales Media Content Producer (Atlanta, GA) 2010 - Present

Provider of Content Marketing Video and Audio Production for Sales Leaders and Service Trainers specializing in story selling media content.

We work with Sales Professionals, Service Trainers, Speakers, Authors and Business Owners utilizing video and audio campaigns that will resonate results with your intended audience and customers

We specialize in producing personalized sales training videos, video profiles, interview videos, client testimonials and event video spotlights for Sales and Service Leaders, on location with portable green screen capability.

Select projects include:

- The Sales Experts Channel – Virtual Presenter and Video Correspondent. Conducted 40+ Video Profile Interviews, 50+ Online Newsletter Weekly Update Videos, Virtual Selling Video Training Coordinator – video host for 12 monthly shows for channel members (2020-2021)
- Performance Solutions By Design – Produced over 60 Service Training content videos for hospitality and guest services industries, web series, Customer Experience Marketing, Business and Executive Coaching Leadership Series (2016-Present)
- Outbound Sales Conference Atlanta, GA – Digital Correspondent – Video Host. Produced 75+ Video Interviews for Sales Keynote Speakers, Sponsors, Conference Attendees (2016- Present)
- Social Centered Selling – Sales Media Specialist – Producer of 100+ episodes, podcasts, video series (2012-2018)
- Maximum Resources Inc. – Liberty Garden Products - Developed Sales Training and Product Demonstration Videos for 100 Manufacturer Representatives positioning services to major retailer buyers like Home Depot, Wal-Mart, Lowes, True Value and Amazon.com

Volunteering

VIDEOGRAPHER

Camp Dream Foundation 2014- 2018

Georgia National Speakers Association 2020

Sage Blue Films 2010 -2016

Speaking Topics

COACHING SESSIONS

How video can improve your sales presentation style

Personalized Video Messaging for building business relationships

Creating Visual Social Proof For Personal Branding

Leveraging clients as advocates creating video user-generated content

Video marketing strategies for authors, speakers, and trainers.

KEY CONTRIBUTIONS

Top Sales World Magazine Video Producer 2015- 2021

The Sales Experts Channel Video Editor and Host 2021

OutBound Sales Conference Interview Correspondent 2017 - Present

RECOMMENDATIONS

I am a HUGE Doug Lehman fan. To put it in "Lehman's Terms," he's a pro's pro. Doug gets people, and he gets communication, promotion, marketing, sales, and the magic of video. He is likable and competent, and in our work together for the OutBound Sales Conference, he always delivers more than he promises. I like, respect, and trust Doug, and you will, too. -

Mike Weinberg

Consultant, Speaker & Sales Trainer

Doug gets it! He understands how to create a video message. I've seen his work including pre-meeting, during a meeting and post and he nails it. Doug does more than just video, he captures the message and understands how to convey it to the audience, this is a big reason why he is our on-site video pro for OutBound. If you're looking to take your video to the next level reach out to him, I highly recommend him. -

"Mark Hunter

Keynote Sales Speaker

We hired Doug Lehman to capture our OutBound Sales Conference Experience. Doug was tasked with doing video interviews for our speakers, sponsors and attendees. Doug understands the big picture of sales messaging and capturing the essence of our annual sales conference. OutBound is going on four straight years and Doug's hosting talent and media production is integral part of the event. What is most impressive about Doug, is he is a one-man, total production,



Video Profile Interview Playlist ...



Show Episodes in Lehman's Te...



Weekly Programming Update T...



Thank Outbound Behind Scene...



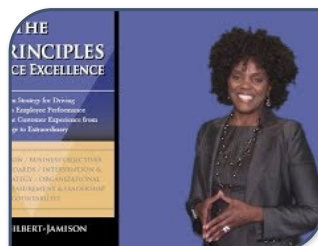
Donald Kelly The Sales Evangel...



Julie Hansen Interview



OutBound Sales Conference 2...



Performance Solutions By Desi...



Paula White Side B Consulting ...



Remote Editing Services



Mobile Video Production



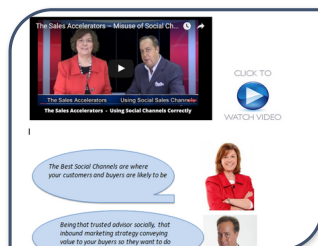
Virtual Video Speaking



Sales Training Video Series



Mastering The Upsell



Video eBook - The Sales Accel...

Portfolio

MEDIA SERVER - PRESS BOX ATTENDANT

Delaware North Sportservice - Truist Park Atlanta, Braves | 2017- Present

Manage The Press Box Café for Atlanta Braves Radio Network, MLB, Sportswriters, Bally Sports South, Fox Sports TV

- Game Day Event Management Duties - Food and Beverage
- Supporting a Media Staff of 75+
- Video Blogger Freelance Projects

operation. He delivers numerous field interviews, produces and edits all the content. Our production work is done in a timely manner, prior to event, during the event and after the event keeping the OutBound Event Experience live and relevant. If you're looking to hire a sales media talent for your staff or conference, Doug Lehman is a perfect choice. He provides a solution that delivers results engaging your sales audience.

Jeb Blount

CEO at Sales Gravy

"It has been a pleasure working with Doug Lehman on my videos. He provides you with the total package, and the videos he has produced for us have been praised by our clients, colleagues, and business associates. As Performance Solutions by Design continues to move more of our employee learning and development content to video format, I look forward to continuing our business relationship with him. Partnering with Doug Lehman is more than worth the financial investment. -

Theo Gilbert-Jamison

CEO Performance Solutions By Design

RECOMMENDATIONS

When it comes to video production look no further, call Doug Lehman!

As a seasoned sales professional Doug understands the importance of sales messaging and being able to relate to the viewing audience. He presents to your audience in a positive, professional and engaging way that enhances you, your product or your company. He is also a marvelous interviewer that is comfortable with a microphone and being in front of the camera. More importantly he makes the interviewee comfortable with his presence, personality and wit.

When you view Doug' end-product you immediately realize the level of research and professionalism that went into its development. If you want some examples of his work, look at the videos he has produced during the recent Outbound conferences. Doug has interviewed several speakers and attendees on a variety of topics. His engaging and interactive videos caused me to review the program agenda and register for the Outbound meeting last year. How is that for positive sales messaging that causes the viewer to take action?

The use of video in your sales and marketing armamentarium can differentiate you from your competitors and Doug Lehman is the individual that can make it happen for you. I highly recommend Doug Lehman!

Tom Williams

Author, Sales Trainer & Consultant



Video Blog Series - Lessons Le...



Yari and Doug Experience Fire...



Practice and Video



Season Recap Next Opportunity

Portfolio

VIRTUAL ACCOUNT MANAGER

Cisco Systems Inc. - Marketstar | Atlanta, GA | 2008 – 2009

Direct sales and lead generation for Cisco registered channel partners and Cisco SMB accounts

- Facilitated and created 10 Customized WebEx Video Conference presentations each week.
- Cisco Inside Sales Program Commercial South Region

SERVICES SALES EXECUTIVE

Sun Microsystems | Atlanta, GA | 2003 – 2007

Base Sales Representative, StorageTek Southeast Region commercial accounts Sold and renewed maintenance support contracts, warranty conversions and new service offerings. Managed account base datacenter inventories and components of information life cycle management. Exceeded a sales quota of \$18 Million in revenue per year.

- Exceeded renewal cycle time incentive bonus each quarter 2004-2007
- Expanded contract renewal base providing incremental revenue gain through managed services
- Earned 105% sales revenue quota for first, second and third quarters of 2005-2007
- Received 2004 Standing Ovation Award from Georgia Service Manager,
- Recognition Award from Eastern Region Sales Manager for additional contract channel support. 2005

LARGE ENTERPRISE DIRECT (LED) SALES SPECIALIST

IBM CORPORATION | Atlanta, GA | 2000-2002.

Sold desktop computers, laptops, and servers to Large Enterprise Accounts. Served as a primary point of contact for customers providing technical knowledge and quote requests. Managed the account process from business partner to direct, sales quota of \$32 Million revenue per year.

- Managed product rollouts, up-sells and cross-sells into accounts with IT Managers Client Teams. Audited and updated IBM Enterprise Customers' web sites daily for procurement marketing information.
- Earned 120% of sales quota for 2001. Successfully completed 12 weeks of IBM sales training.
- Received IBM Business Unit Executive Award (BUE Award) for Fleet National Bank Win Back.
- Managed the highest web ordering revenue account in all of (LED) out of 60 Account Managers, for first and second quarters: achieved web order revenue of \$7 Million, IBM Direct Websites

RELATED WORK EXPERIENCE CONTRACT EMPLOYEE – SPECIAL PROJECTS

ACTIONLINK – SONY SALES SPECIALIST – Atlanta, GA

- Seasonal Sales Trainer Sony Home Theater Division 2018

THE HOME DEPOT STORE SUPPORT CENTER – Atlanta, GA 2002-2003

- Credit Marketing Services Division – Document File Manager

THE COCA-COLA COMPANY – Momentum Worldwide 1999-2000

Field Staff Trainer/Assistant Account Executive, Frozen Coca-Cola Brands

- Selected as point of purchase program trainer for nationwide installation Frozen Coke Burger King Program
- Successfully trained 15 new hire employees in eight markets, executed promotional set-up in 25 markets.

Doug Lehman has assisted me at Build a Better Firm with scripting content for video and outbound marketing messaging. Doug brings high energy and dedication to all projects and is a great partner. Doug produces quality short videos for professional service providers.

Patricia F. O'Toole

Director of Client Services



Online Brand Ambassador



The Coca-Cola Company



StorageTek Sun Microsystems

SALES INTERVIEWS - EVENTS - CONFERENCES



Tony Morris Experience at Out...



Cherilynn Castleman



Jon Gordon Best Selling Autho...



Mark Hunter Keynote Speaker ...



ALT MONIE SHOW - The Show ...



Speaking the Sales Truth with ...



Bob Burg The Go-Giver Interview...



The Business of Speaking Vide...



Virtual Selling Video & Episodi...



Doug Lehman Interviews Jeb B...



Sales Talent Interview



Anthony Iannarino talks OutBo...



Meridth Elliot Powell

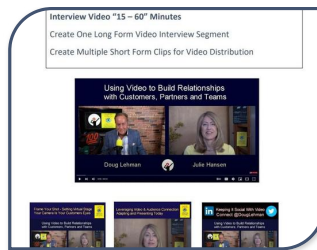


OutBound Jeff Bajorek



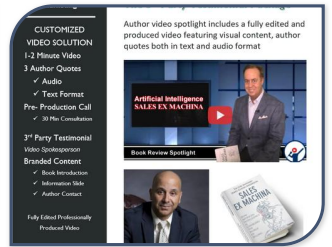
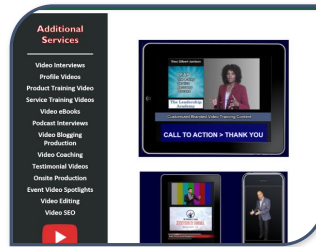
Brandon Bornancin OutBound I...

VIDEO MARKETING PRODUCTION PACKAGES



Video Production Services

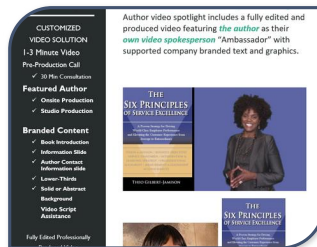
Remote Editing Production



Video Editing Production Cell P...

Post Video Production For Cell...

Author Showcase Media Pack...



Author Showcase Media Pack...

VIDEO BOOK AND PRODUCT REVIEWS



Sell Different by Lee Salz - Boo...



Look Me In The Eye



#SalesTruth Debunk the Myths...



Selling From The Heart Book R...



The Six Principles of Service E...



Buyer Centered Selling - Book ...



Mastering The Upsell



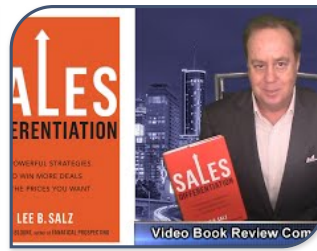
Sales Evangelist



Diamond Goldfish Book Video ...



SALES EX MACHINA



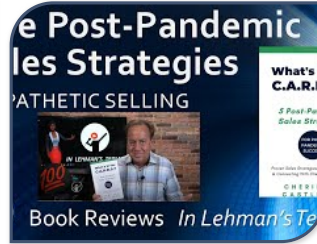
Sales Differentiation - Book Re...



Asking High Value Sales Quest...



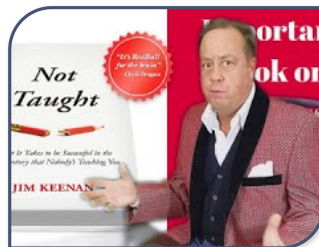
Sales Mastery Intensive Works...



Book Review



Virtual Selling Review



Book Review Trailer



How To Do Amazon Reviews



Book Review

EDUCATION

Master of Arts, Sports Administration

Kent State University, Kent Ohio

Bachelor of Business Administration, Marketing

Business Communication Minor

Western Michigan University, Kalamazoo, Michigan

ADDITIONAL COLLEGE EXPERIENCE

Graduate Assistant – Kent State University –

- Division of Student Affairs - Department of Intramurals
- Sports Information Assistant Youngstown State University (YSU)
- YSU – Athletic Marketing – Sponsorship Sales
- Public Address Announcer YSU Baseball

Skills

Sales Media Production



Virtual Selling - Virtual Presentations



Sales - Account Management



LET'S CONNECT!

- **Let's Collaborate! Build Brand Awareness and Increase Sales Socially**

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Email: doug@doglehman.com

LinkedIn <https://www.linkedin.com/in/doglehman/>

Twitter <https://twitter.com/doglehman>

YouTube <https://www.youtube.com/c/DougLehman>

Facebook Media <https://www.facebook.com/StorySellingMedia>



Connecting On LinkedIn #InLe...



YouTube Trailer