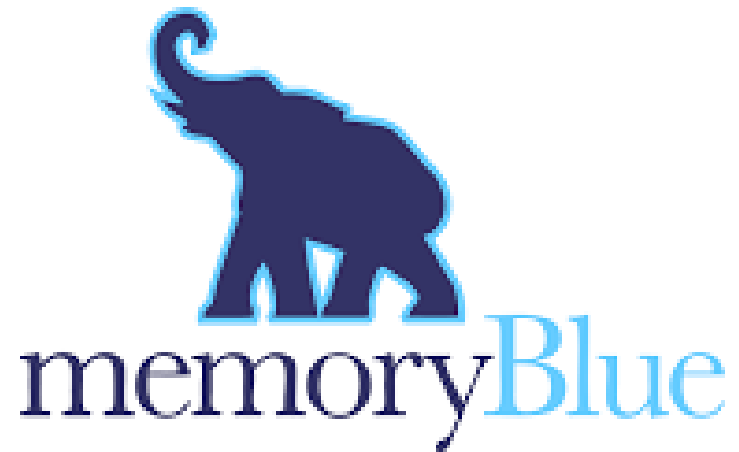


# 2019 memoryBlue Phenom Award

Finalist Information – Kendrick Trotter



# Kendrick Trotter

Associate Regional Sales Manager - Major Accounts  
Radware  
memoryBlue Exit Year: 2017

## Sales Highlights:

Kendrick's success has included the following key metrics –

- ▶ Highlight #1
  - ▶ 2017 Agari Sales Development Rep of the Year
  - ▶ Q4 Pipeline: Quota 21, Achievement 38 – 180%
  - ▶ Q4 Meetings Occurred: Quota 32, Achievement 72 (company record) – 200% of quota
- ▶ Highlight #2
  - ▶ 2018 Presidents Club (Account Executive) 20 total reps – 1 of 3 who fully qualified
  - ▶ Quota Achievement: 114%
- ▶ Highlight #3
  - ▶ Being recognized by the Netflix Information Security team as the ideal Software Sales Professional and asked to speak at a Netflix event targeting young aspiring IT Professionals - "A Day in the Life of Netflix" (60+ attendees)
  - ▶ Shared this moment with two current mentees and mB employees Isiah Walters and London Miller



# Kendrick Trotter

## Finalist Application



**#1: Explain why you deserve to be memoryBlue's 2019 Phenom Award Winner. Add and/or expand on information from your initial application (where possible).**

Accolades are accolades and stats are stats, but in order to measure someone's progress or momentum, you must first understand where they started.

As a young Software Sales Professional, my career has been far from perfect, but I have turned every loss into a lesson and kept marching forward. In the winter of 2016, I was a full-time student athlete at the University of Idaho, with no idea of what it was I wanted to do as a profession once I returned home. In January of 2017, I found myself back home interviewing for a variety of different jobs, but I was faced with the task of earning money. This is when I began as an Uber driver full-time. I was lucky enough to meet an individual who recommended that I kick off my career at a company called memoryBlue. In my interview with Marc Gonyea, I was warned about how hard the job would be and had no idea what I was getting myself into. I struggled at memoryBlue for three months. It was the first time in my life I wasn't good at something for that long; so I had two options: go harder or walk away. Luckily after reading the book "The Dip," (recommended by Chris Corcoran) I decided to lean into my struggle and it ultimately paid off.

Since departing memoryBlue in 2017: In Q4 of 2017 I accomplished my goal of occurred meetings by 200%. My goal at the time for meetings occurred for the quarter was 36, I was able to occur 72 meetings.

My pipeline goal for the quarter was 21 meetings (pipeline - meaning occurred meetings that turned into opportunities). Opportunities were defined as meetings with enterprise companies that had an active project around email security with an expected close of date of 6-9 months. I achieved 38, (180%) of my goal, which was a company record and put me far ahead of my 4-5 other peers. My list of booked and occurred meetings included companies such as: Santander Consumer USA, Honeywell (which ended up closing as the largest deal of 2018), Ancestry.com, Omni Hotels, AutoNation, Red Lobster, GameStop, Hertz, LSU, Xilinx, Match.com, CDW, Toyota, Orlando Magic, and Honda.

In conclusion of this successful quarter, I was rewarded with SDR of the year at our Sales Kick off.

# Kendrick Trotter

## Finalist Application



Answer continued (if needed).

2) After I received my award for SDR of the year, I immediately began pressuring my employer for a closing role. I made it clear to my executive team that if there wasn't a path for me to advance my career, I would be taking my talents elsewhere. By Q2 of 2018, I managed to prove my value enough that the company not only increased my base salary but also created a closing role for me. I was responsible for bringing in net new business for all accounts 1000 users and below, meaning my territory at the time was the entire U.S. My biggest wins in this position were Cal Water (1100 employees), and Anaplan (1800 employees). In Q3 of 2018, I added 10 net new logos, and in Q4 of 2018 I added 13 more. This was the most net new logos by any rep in the company. Aside from having the responsibility of bringing in net new business, I also held a quota for customer renewals. Since we did not have a customer success team for accounts sub 1000 employees, it was my responsibility to assure they renewed, and even purchased more when the opportunity presented itself. The amount of customer renewals I was responsible for was twice as much of any of my peers, yet I had the lowest churn rate. I was the only rep who met my renewal quota by 100% as well.

After a year of wins and lessons, I found a way to land on top. In conclusion of my first year in a closing role I achieved President's Club, finishing at 114% of my quota! Of our 20 eligible Sales Reps, I was 1 of 3 who fully qualified. In Jan off 2019 I was promoted to an Enterprise Account Executive role.

In March of 2019 I decided to embark on a new journey at Radware. The opportunity was one I couldn't resist: I was given the opportunity to assist in managing Major Accounts in the West. Assist referring to the fact that I work hand in hand with my National Director of Major Accounts Bill Kim. The accounts I assist in managing are eBay, Workday, Salesforce, and Twitter. Aside from keeping these guys happy, it is also my responsibility to find/close net new business. Since working with the Netflix team over the past couple of months I have established a lot of trust with their CISO. So much trust and creditability that their CISO invited me to a private lunch, where he requested that I speak at one of Netflix's sponsored events "A Day in the Life of Netflix" that targets young professionals and recent college graduates who are looking to break into the tech industry. Almost all of the other speakers were internal Netflix IT professionals and much older. I was also the only speaker that discussed the opportunities in software sales. Other speakers included: Jimmy Sanders of Netflix, Chris Cochran of Netflix, and Jan Krivocheia of Netflix.

I would consider this to be my 3rd major accomplishment, since it was my first opportunity to share my knowledge and wisdom with an attendance group of more than 60 people.