

THOMAS JENNINGS

SMB ACCOUNT EXECUTIVE | VIDEO-FIRST CONSULTATIVE CLOSER | SMALL-BUSINESS FINTECH

Johnstown, CO (Remote) · 913.405.4551 · tjennings.payments@gmail.com
linkedin.com/in/lithomas-jennings-saas · collective.thomasjenningsgtm.com

PROFESSIONAL PROFILE

Consultative closer who has spent 14+ years selling financial software and services to small-business owners, most of it over video and phone. Top closer 35 of 36 months in a virtual closing seat where deals closed same day or next day, and 120% of quota at Intuit selling QuickBooks accounting, payroll, and payments to owners and their bookkeepers. Ran his own small business for four years as an independent ISO of Chase Paymentech, so the owner's view of cash flow, fees, and margin is lived experience. Builds trust fast, turns accounting, payroll, and fee structures into plain-language decisions, and follows up until the owner commits.

SELECTED IMPACT

Top closer 35 of 36 months, ~20 closes/month at ~25%, same- or next-day closes — Sales Flow · **120%** of quota, **38%** win rate — Intuit · **2** → **100+** multi-location franchise operators, **~\$500K** → **\$1M+** ARR — EBS · **~100** outbound calls/day building a greenfield small-business book — Chase Paymentech ISO · **27+** regional bank pipeline, self-sourced — Bank Up

CORE CAPABILITIES

Video Discovery & Virtual Closing · High-Velocity Pipeline Management · Consultative, Value-Based Selling to Small-Business Owners · Translating Accounting, Payroll & Fee Concepts into Plain Language · Multi-Touch Follow-Up: Phone, Email, Text & Video · Outbound Campaigns & Self-Sourced Pipeline · Conversion & Pipeline Metrics · Call Libraries & Peer Enablement · AI-Assisted Prospecting · Salesforce & HubSpot

PROFESSIONAL EXPERIENCE

Bank Up Corporation

Apr 2026 – Jun 2026

Sales Executive (Contract) — B2B Payments & Bank Partnerships

- Built a 27+ regional bank pipeline through self-sourced outbound and opened 20+ bank opportunities for a payments-operations platform processing \$4B+ annually, reframing the product as infrastructure banks could offer their business clients.

Intuit

Oct 2024 – Jul 2025

Account Executive — QuickBooks Accounting, Payroll & Payments

- Achieved 120% of quota and a 38% win rate on inbound small and mid-sized businesses, closing wins on the same call.
- Ran video discovery and demos with owners and bookkeepers, turning accounting and payroll workflows into clear trade-offs.
- Adapted an elicitation technique into a one-line tax-season opener that surfaced unfinished year-end work; the team adopted it.

Sales Flow Marketing

Jan 2020 – Oct 2023

Account Executive — Virtual Closing

- Top closer for 35 of 36 months on a five-person team, averaging ~20 closes per month at a ~25% close rate on ~\$3,500–\$4,500 ACV deals.
- Ran back-to-back virtual closing calls with business owners, building rapport fast and closing same day or next day.
- After winning the top-performer review, built a recorded-call library for team coaching and proposed making it permanent.

Employer Benefit Systems (EBS)

2015 – 2019

Business Development Manager — Payroll & Compliance SaaS for Restaurant Franchise Operators

- Hunted and grew the book from 2 clients to 100+ multi-location McDonald's franchise operators over ~18 months; ARR ~\$500K → \$1M+.
- Sold payroll, ACA compliance, WOTC tax credits, and onboarding to owner-operators, framing compliance as labor cost.
- Built and kept operator relationships through extensive text and phone follow-up, on the owner's schedule.
- Identified and opened a leading national payroll and accounting provider as a channel partner to McDonald's owner-operators; advanced it to executive review.

Morgan 20/20 Search

2012 – 2014

Executive Recruiter — Finance & Legal

- Cold-start business development: built an outbound pipeline from zero and won search mandates.

Elite Merchant Solutions — Independent ISO of Chase Paymentech

Jul 2008 – Jul 2012

Owner / Account Executive — Merchant Processing Sales

- Owned and ran the business; ~100 outbound calls a day to small-business owners built a greenfield merchant book.
- Owned every deal from first call through pricing, underwriting, and go-live; explained fees in terms of owner margin.
- Recruited and led a 4–6 person outbound team; added gateway, merchant cash advance, and ATM placement revenue lines.

TECHNOLOGY, EDUCATION & TRAINING

CRM & Tools: Salesforce · HubSpot · LinkedIn Sales Navigator · Apollo · ZoomInfo · Zoom · Claude & ChatGPT

Education: Regis University — Coursework toward B.S., Psychology · **Training:** Sandler Sales Foundations · Challenger Sales