

Alexander Rocheleau

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WORK EXPERIENCE

Guardian Alarm

Security Consultant & B2B Salesman

April 2025 – Present

Hybrid

- Conducts comprehensive security assessments and designs customized security solutions for commercial clients across healthcare, retail, manufacturing, and office verticals
- Maintains expert knowledge of alarm systems, surveillance cameras, card readers, fire panels, and compliance standards (UL, NFPA, ADA)
- Generates new business opportunities through prospecting, cold calling, and relationship building with a consultative sales approach
- Manages CRM pipeline of 200+ prospects, tracking lead qualification and follow-up activities to achieve 40% or higher conversion rate
- Achieves and exceeds monthly sales quotas by focusing on long-term client relationships and recurring monthly revenue (RMR) opportunities
- Coordinates installation team on \$1K-\$200K projects, ensuring on-time and on-budget delivery to ensure customer satisfaction

KellyConnect

Sales Lead & Manager

May 2019 – April 2025

Remote WFH

- Led and coached a team of 40+ Sales Support Advisors, driving consistent achievement of 20%+ quote-to-close ratio and exceeding sales targets every month since December 2021
- Utilized a data-driven approach to achieve KPIs and sales targets on behalf of personal computing client who was ranked #1 in customer satisfaction by the ACSI Index in 2024
- Performed research and developed data-driven insights to improve inbound and outbound telephone sales strategy for both B2B and B2C customers
- Maintained expert-level product knowledge and technical specifications, ensuring appropriate solution recommendations that maximize customer satisfaction and revenue generation
- Implemented targeted cross-selling strategy for complementary products and services, increasing average order value by 5%
- Promoted to Leadership in November of 2020 from former position of Sales Support Advisor

EDUCATION

Google Project Management Certification

December 2021

Eisenhower High School

Diploma

June 2019

Shelby Township, MI

SKILLS & INTERESTS

- **Skills:** Consultative selling, Sales pipeline management, Leadership in a fast-paced environment, Account management, Microsoft Office Suite, and Salesforce
- **Interests:** Audio engineering, DSP programming, Home improvement