

Lorenzo Lamioni

Software Sales & Customer Success Specialist

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PROFESSIONAL SUMMARY

Software sales and customer-facing professional with hands-on experience across sales, customer onboarding, technical support and client relationship management within a software company. Experienced in managing cold and qualified leads, conducting sales calls, presenting software solutions, closing deals and supporting customers throughout onboarding and post-sale. Comfortable working independently, communicating with international stakeholders in English and adapting across commercial, technical and digital tasks.

PROFESSIONAL EXPERIENCE

- Easir — Software Sales & Customer SuccessItaly / Remote · ~1 year
- Managed inbound and outbound sales, handling lead qualification, product presentations, discovery calls, objection handling, closing and follow-up.
 - Conducted up to 100-200 sales calls per week during peak periods, achieving approximately 7.5-10% conversion on cold leads and higher conversion on qualified inbound leads.
 - Managed leads generated through cold outreach, advertising campaigns, webinars and seminars, adapting the sales approach to customer needs and intent.
 - Conducted customer calls ranging from 10-60 minutes, presenting software solutions, answering commercial and technical questions and assisting with initial setup.
 - Managed customer onboarding by configuring trading accounts and connecting client accounts to the company's software and monitoring dashboard through Myfxbook, MetaTrader, Axi and StarTrader.
 - Provided first-line technical support, troubleshooting account configuration and software-related issues and escalating exceptional cases when required.
 - Maintained post-sale customer relationships through WhatsApp, calls and video meetings, while identifying additional opportunities based on customer needs.
 - Achieved approximately 5-30 sales per month, depending on lead volume and quality.
 - Trained 3 new team members and supported colleagues through call reviews and practical feedback on communication and sales approach.
 - Proposed improvements to sales scripts and website structure/UX, with selected suggestions adopted following internal evaluation.
 - Supported professional communication with international stakeholders and UK-based contacts in English.
 - Contributed to website and application projects, supporting visual presentation, UI/content organization and basic HTML implementation; experimented with short-form video and AI-assisted content using HeyGen.

CORE SKILLS

Sales	Lead Qualification · Outbound & Inbound Sales · Discovery Calls · Product Presentation · Objection Handling · Closing · Follow-up
Customer	Customer Onboarding · Customer Support · Account Management · Client Relationship Management · Technical Troubleshooting
Digital & Technical	CRM / Lead Management · Myfxbook · MetaTrader · Axi · StarTrader · Internal Dashboards · Basic HTML · Website/UI Content Management · HeyGen
Languages	Italian — Native · English — Professional Working Proficiency

ADDITIONAL EXPERIENCE & EDUCATION

- Restaurant Staff — Il Munto, Cantù · ~4-5 months
- Warehouse Assistant — Ford / Mazda, Saronno · ~2 months
- Restaurant / Kitchen Assistant · ~1 month
- Warehouse & General Operations · Various short-term experiences
- Liceo Artistico Fausto Melotti — Cantù, Italy · Studies completed through 3rd year

Software Sales · Customer Success · Onboarding · Technical Support · Digital Products