

# David L. Mendenhall

Sales Director | Team Trainer

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## Areas of Expertise

- Sales Cycle Management
- Business Development
- Team Training / Coaching
- New Business Pipelines
- Customer Success / Retention
- Strategic / Actionable Planning
- Finance / Federal Lending
- Custom Proposals / Presentations
- Key Brand Messaging
- Data / KPI / Trend Analysis
- Industry Research
- Corporate Curriculum Design
- Individual / Group Training
- Leadership Development
- Exceeding Revenue Goals
- Culture Driver

## Education

**Bachelor of Science  
Business Administration**  
**Minors: Global Business / Spanish**  
The University of Arizona  
Eller College of Management

## Credentials

SAFE MLO Licensure  
Nationwide Mortgage Licensing  
System and Registry  
28 state licenses

## Additional Experience

**Sales and Tech Support Specialist**  
Apple, Inc.

**Intl. Internship Coordinator**  
University of Arizona

**Missionary, District Zone Leader**  
Church of Jesus Christ of Latter-day  
Saints

## Summary

Forward-thinking and growth-focused Sales Director and Trainer with expertise in driving revenue growth, maximizing customer success, and developing high-performing workforces. Dedicated to positioning new employees for smooth integration into a fast-paced sales or business environment with comprehensive training, coaching, mentorship, and constructive feedback. Skilled in cultivating a positive work culture, presenting competitive objectives, building relationships, inspiring excellence, and streamlining communication for optimal results. Bilingual in English and Spanish.

## Professional Experience

**ROCKET MORTGAGE**, Phoenix, AZ **2012 - 2022**

### Triple Crown Banker

Optimized conversion rates by conducting in-depth consultations with clients, identifying their needs, making recommendations on ideal loan products based on their specifications, and delivering insight on home financing. Addressed pain points and provided reliable support and guidance as clients compared options. Successfully led sales processes from initial contact and proposal to close.

- Produced \$15M per month in loan revenue through up to 50 closings/month.
- Developed strong client relationships while moving through sales pipelines.
- Conducted <100 client consultations per month valued at up to \$30-\$40M.
- Served as Team Captain overseeing other leaders to optimize production, teamwork, and incentives while offering training and coaching for 2 years.
- Strived to continuously meet and surpass expected production requirements.
- Accelerated processes for a timely close including underwriting, processing, issue resolution, and addressing any qualifying concerns.
- Honored as a Top Producer and Converter in a notable banking position with a >93% closing rate on loans and new business acquisitions.

**ROCKET MORTGAGE**, Phoenix, AZ **2014 - 2016**

### Banker Coach

Invested time into training and mentoring new employees as they refined their strengths in banking, customer service, and sales. Aligned existing employees to achieve ongoing growth by providing access to additional training opportunities. Directly addressed underperforming areas by analyzing performance data and meaningful trends. Collaborated with executives on driving production.

- Offered diverse training options including individual, small groups of up to 6, and large groups with up to 100 staff; coordinated logistics and schedules.
- Centralized focus on coaching up to 15 bankers at a time and supporting them as they reached monthly sales goals; 90%+ of the team met goals.
- Incentivized high performances and ran competitions to increase sales.
- Facilitated discussions with company leaders on potential improvements; strengthened regulations and policies while ensuring compliance.