

TRAVIS RICE

HIGH-TICKET SALES | SALES LEADERSHIP | MARKET DEVELOPMENT

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EXECUTIVE PROFILE

High-ticket sales producer, team builder, and revenue operator with a record of winning in competitive, performance-driven environments. Personally generated and closed 63 installed solar systems in just over three months, helped build a new pest-control office from a \$4.5M first-summer target to \$8M in serviced revenue, and increased automotive lead-to-application conversion from the low teens to the low 30% range. Brings consultative closing, relentless follow-up, rep development, and data-driven funnel execution.

63

SOLAR SYSTEMS

Self-generated and closed

\$8M

SERVICED REVENUE

First summer, new office

30%+

LEAD TO APP

Raised from low teens

38%

UPSELL RATE

Raised from 5%

CORE STRENGTHS

High-Ticket Closing

Team Recruiting & Coaching
Referral Generation

Self-Generated Prospecting

New-Market Launches
CRM & Funnel Management

Consultative Sales

Territory Development
Sales Process Design

Negotiation

Contract-Value Growth
Performance Analytics

PROFESSIONAL EXPERIENCE

BYRIDER

2025 - Present

Buyer & BDC Lead / Texas

- Increased lead-to-application conversion from the low teens to the low 30% range by tightening response speed, qualification, messaging, follow-up cadence, and CRM execution.
- Expanded from frontline BDC production into vehicle acquisition, lead routing, representative support, reactivation strategy, workflow design, and multi-location process improvement.
- Built practical phone, text, and automation systems for fresh, aged, canceled, and no-show leads while preserving direct, human sales engagement.

TRIWORLDWIDE LLC

2022 - 2024

Founder & Owner-Operator, Residential Solar / Texas

- Personally self-generated, closed, and drove 63 residential solar systems through installation from January 1 to April 12, 2022, representing nearly \$3M in contracted project volume.
- Operated across the full high-ticket sales cycle, including prospecting, discovery, financing, proposal delivery, objection handling, closing, retention, and installation coordination.
- Managed sales blitzes, coached representatives, developed SOPs, consulted with partner organizations, and helped build installation capacity.

HAWX SMART PEST CONTROL

2022 - 2023

Area Development Manager / Texas

- Recruited, coached, and developed performance-based sales teams across new and existing markets through field leadership, individualized plans, and clear accountability.
- Drove approximately 30% growth in team output by sharpening coaching, operating rhythm, and adoption of more efficient sales practices.
- Supported market expansion, representative development, and customer-centered execution in a fast-growth home-services environment.

MOXIE PEST CONTROL

2021

Sales Manager, New Office Launch / *Texas*

- Helped build a new office from a \$4.5M first-summer target to \$8M in serviced revenue, nearly 78% above plan, after leadership initially questioned whether the original target was reachable.
- Improved average contract value by 13.5%, increased regional upsell penetration from 5% to 38%, and doubled production for multiple tenured representatives.
- Combined frontline selling, field coaching, contract-value strategy, and daily performance management to accelerate a new market far beyond plan.

THE SHIELD COMPANIES, LLC

2020

Sales Manager / High-Performance Sales Representative / *Texas*

- Generated more than \$150K in first-year revenue while maintaining the highest average contract value among first-year representatives in the office.
- Produced a 17% referral rate from existing customers and maintained a 68% multi-year contract mix, the strongest among first-through third-year representatives.
- Consistently converted cold prospecting into same-day opportunities, often securing the first customer within the first two hours in the field.

ADDITIONAL SALES, FUNDRAISING & COMMUNICATIONS EXPERIENCE

CALIBER HOME LOANS

Mortgage Loan Officer

Managed consultative consumer-finance conversations, qualification, documentation, and complex purchase decisions.

DOLORES HUERTA FOUNDATION

Fundraising & Operations Volunteer

Supported fundraising and donor outreach while helping improve payroll, payment, and Salesforce-related operating systems.

CONDUENT

Data Analyst & Business Analyst

Built recurring data, reporting, validation, and handoff automations; translated business needs into KPI definitions and workflow improvements using Excel/VBA, SQL, and Python.

AMERICAN CHAMBER OF COMMERCE TAIPEI

Publications Assistant

Wrote, researched, edited, and managed online content for Taiwan Business TOPICS and its digital channels.

EDUCATION & TECHNICAL EDGE

National Taiwan University, Taipei, Taiwan | Global MBA (GMBA)

California State University, Bakersfield | B.S. Economics

Technical capabilities: CRM platforms, sales automation, funnel analysis, Excel, VBA, Python, SQL, R, JavaScript, Tableau, digital marketing, KPI design, and workflow optimization.