

ABOUT ME

Vladislavs Mamonovs — 18 Years in Active Sales

1. WHO I AM

A full-cycle B2B sales manager with 18 years of hands-on experience. I don't just sell — I build sales systems from scratch. My specialization: launching new products to market, opening new distribution channels, and creating a working sales structure where none exists or where the existing one underperforms. I operate as an external sales manager — in parallel with your team, with no additional headcount burden. Based in Riga, I work across the EU and globally; when needed, I work with assistants. Your parallel task-force often delivers faster, more cost-effective results than a full in-house sales department. In practice, we can help you: launch products, enter new territories, achieve financial targets, and reshape your business development strategy. A team of professionals ready for any challenge.

2. WHY SALES

Sales is not just a profession — it is a way of thinking. I chose to dedicate my career to sales because every deal is a puzzle: understand the client's business, find the intersection of interests, and drive it to a result. For 18 years I have worked at the intersection of commerce and analytics: first I understand the market, then I sell. Not the other way around.

3. PROFESSIONAL SKILLS

Skill	What it means in practice
Cold Outreach	Direct access to decision-makers without referrals; first contact and conversion to dialogue
Product Launch	From niche analysis to first contracts: strategy, positioning, target clients
Sales System from Scratch	Building funnels, scripts, CRM processes, and KPIs from a blank slate
OSINT Analytics	Open-source intelligence: competitors, markets, partners, risks
Premium & Wholesale Sales	High-value products sold through value propositions; distributors, networks, large clients
Targeting & Databases	Audience segmentation, profiling, and precision outreach to decision-makers
Negotiation & Contracts	Full cycle: from the first meeting through signing and performance monitoring

4. WHERE I ADD VALUE

I have worked across dozens of industries. I find everything interesting — from industrial equipment to IT services. Key verticals:

- Industry & Equipment: machinery, special vehicles, components, raw materials
- Food & HoReCa: wholesale supply, retail chains, distribution
- Medical & Healthcare: equipment, consumables, supplements, optics
- Construction & Real Estate: materials, services, projects
- IT & Telecom: SaaS, hosting, network hardware, web development
- Beauty, Textiles & Apparel: wholesale, brands, raw materials
- Finance, Legal Services & Insurance
- Logistics, Tourism, Education & Entertainment

5. WORK FORMATS

- Online: cold email campaigns, LinkedIn, video calls, CRM, remote negotiations
- Offline: in-person meetings, trade shows, conferences, on-site presentations
- Hybrid: combination of remote work and field visits for key deals

6. WHAT I SELL

Premium products and services, industrial equipment, goods and raw materials, software products and custom solutions. From complex B2B services to consumer goods at wholesale volumes. I am interested in anything that can be sold systematically and with measurable results.

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs

Commercial Analyst & Sales Manager

northth@profesionals.lv | +371 26050644 | <https://profesionals.lv>