



smartfinds marketing

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SMARTFINDS MARKETING

Award-winning digital marketing agency with 35+ years of experience in brand development, strategic marketing, and AI-enhanced lead generation.

"Joe brings more than experience—he brings strategic vision, repeatable processes, and a proven track record in sales. His leadership marks a pivotal chapter in SmartFinds' continued growth."

— Melih Oztalay
CEO, SmartFinds Marketing

SIGNATURE PROGRAMS & PROJECTS

Your 1st Million in Sales™

A program designed to help coaches and entrepreneurs cross the \$1M annual sales mark using proven frameworks built over decades.

IMPACT Sales Mastery™

Joe's flagship coaching program guarantees a 3x increase in sales within six months. Delivered via group training and one-on-one strategic sessions.

IMPACT Sales Podcast

A bi-weekly podcast hosted by Joe Beck featuring actionable advice, interviews with top sales professionals, and real-world insights from the front lines.

Joe Beck

Chief Sales Officer | SmartFinds Marketing

EXECUTIVE SUMMARY

Joe Beck is a seasoned sales leader with over 35 years of experience generating more than \$500 million in revenue for Fortune 500 companies, Inc. 500 Top 10 organizations, and small to mid-sized businesses. As Chief Sales Officer at SmartFinds Marketing and Founder of The Sales Activist, Joe specializes in building repeatable, scalable sales systems that accelerate growth without high-pressure tactics.

With a unique ability to translate complex sales challenges into actionable plans, Joe empowers entrepreneurs, sales teams, and executives to exceed performance goals. His work is guided by one mission: to help businesses drive real impact through practical, tailored sales strategies.

KEY AREAS OF EXPERTISE

Joe's decades of hands-on sales experience have shaped his expertise across every layer of the sales function—from strategy to systems to team development. His approach combines traditional relationship-based selling with modern tools and methodologies that scale.

- Strategic Sales Leadership
- High-Ticket and B2B Sales
- Sales Team Coaching & Development
- Sales Process Optimization
- LinkedIn & Network-Based Selling
- Sales Infrastructure & CRM Strategy
- AI-Enabled Sales Enablement

Whether guiding solopreneurs or corporate teams, Joe brings structure, clarity, and momentum to the sales process—helping businesses move from unpredictable results to repeatable success.

CAREER HIGHLIGHTS

Across his 35+ year career, Joe Beck has held executive and advisory roles that reflect both his strategic insight and tactical sales mastery. His leadership has influenced hundreds of organizations—from Fortune 500 firms to fast-scaling startups—and the results speak for themselves:

- \$500M+ in total sales revenue generated
- 35+ years in strategic sales roles
- 30,000+ LinkedIn connections
- Host of 50+ podcast episodes
- Advisor to M3Linked™, Hilton Business Ventures, and more
- CEO-level roles in multiple business consulting firms

His ability to combine high-level vision with actionable sales execution has made him a trusted leader, advisor, and speaker within the business growth community.