



LAZAR CVETANOVIC

B2C and B2B Sales Professional

About Me

A NEPQ-trained sales professional with 1 year of experience in B2B sales, appointment setting, and closing for industrial equipment, known for consultative selling and building trust through certification-based credibility.



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Language

- English

Skills

- B2B & B2C
- Cold Calling & Prospecting
- Objection Handling
- Active Listening
- Appointment Setting
- Communication
- Leadership
- Persuasion
- CRM Management

Relevant Course Knowledge

NEPQ Sales Training, The Real Sales System training. Matthew Ryder Skool.

Experience

B2B & B2C - Vaga Beta February 2025 - Present

- Worked with Meta Business Suite, opt-ins, and cold calling & dm-ing
- Led B2B sales of industrial scale equipment to bakeries, butcher shops, and retail businesses, using certification and calibration services as a trust-building and closing tool.
- Developed a consultative, question-based sales approach shaped by Jeremy Miner's NEPQ training and Brian Choi's Real Sales System course, applying principles from Cialdini's Influence to improve close rates.
- Built and ran the company's full social media and content marketing operation across Instagram, TikTok, Facebook, and LinkedIn, including Reels campaigns, copywriting, and hashtag strategy.
- Created urgency around the financial cost of scale inaccuracy, driving more scheduled certifications and consultations.

SDR DM & Phone Setter - Spray Foam Audit February 2026 - April 2026

- Worked with opted-in leads
- Average volume was around 200 outbound calls a day and 50 to 100 DM conversations a day.
- Booking rate was around 40% on calls and around 75% on DMs. Show rate on booked calls was around 75%.
- Scaled the agency from \$40k to \$120k a month during my time there.

SDR DM Setter - Second Nature Growth

July 2026 - August 2026

- Setting from my own FB, Instagram, Linked account
- Conduct outbound prospecting through cold DMs and email to identify potential clients
- Qualify leads based on business needs, current marketing efforts, budget, and readiness for paid advertising
- Initiate and maintain sales conversations using discovery questions to identify pain points and opportunities
- Book and manage discovery calls for the strategy team
- Handle common objections and maintain follow-up sequences with prospects
- Follow up with no-shows and reschedule qualified leads to maximize booked-call opportunities

SDR Phone Setter - Inspera AI

August 2026 - Present

Worked in a high-volume outbound insurance sales environment focused entirely on cold calling, with no opted-in or inbound leads.

- Averaged 150-200 outbound calls per day in a pure cold-call environment
- Consistently booked a minimum of 5 qualified calls per day
- Maintained approximately a 70% show-up rate on booked appointments
- Handled prospecting, initial qualification, objection handling, follow-ups, and appointment setting
- Worked in a performance-driven environment where activity volume, booked appointments, and show rates were key performance indicators