

# CHANDON CAMILLO

B2B Sales Mentor · GTM Strategist · Founder

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Founding AE with 4+ years closing B2B SaaS across SMB, mid-market, and enterprise. \$663K quota at

113% in 2025. 36% close ratio. 60% self-sourced pipeline. Built the first NORAM GTM motion at two

Series B startups. MEDDIC certified. Active entrepreneur and founder. I mentor sales professionals

and early-stage founders who want practical guidance from someone still in the field.

## My Background

### Sales & GTM Career

<b>Current</b>	Business Development Leader at EMB Quantum LLC — building a \$350K commercial motion from scratch across two verticals
<b>2025</b>	Founding Senior Mid-Market AE at Boundless (acquired by Payoneer) — first NORAM hire, built outbound GTM stack
<b>2024-25</b>	Account Executive at Skuad (acquired by Payoneer) — 98% quota at \$587K in 2024, 113% at \$663K in 2025
<b>2024</b>	Fractional AE at Genflow — 123% Q1 obtainment, 42% close ratio in first active quarter
<b>2021-24</b>	Multiple roles at Workato (SDR to Team Lead to Outbound Commercial) — Sales Club recipient, trained 8 reps, \$86K ARR in first quarter as outbound commercial AE
<b>2022-23</b>	Founding AE at Modern Maid — \$432K closed/won revenue in first 9 months
<b>2019-21</b>	Sales Director at The Real Estate Robot — \$100K monthly billings within 6 months, scaled to first \$732K in revenue

### Entrepreneurship

I don't just mentor on theory — I'm actively building. Currently operating two ventures:

- BuildState.Studio — an AI-powered founder community and content platform with tiered subscriptions, live moderation, and a custom planet visualization feature. Built solo in Framer + Supabase.
- Outbound LLC — a B2B appointment-setting agency for commercial janitorial clients. Commission-only reps, inherited playbook, six active clients. Co-founded with a decade-long sales partner.

This means my advice on early-stage GTM, customer discovery, and founder psychology comes from someone actively navigating the same challenges, not someone who did it once a decade ago.

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## Who I Can Help

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### 1. SDRs Looking to Level Up or Break Into Tech Sales

You're in the early stages of your sales career and want to get into tech or accelerate your trajectory. You know the basics but can't figure out why your booking rate is stuck, your cold calls feel scripted, or you keep getting passed over for AE promotions.

#### What we work on:

- Your cold call framework — live review and rebuild
- LinkedIn outbound that doesn't feel like spam
- How to get promoted from SDR to AE without waiting 2 years
- Prep for tech sales interviews (Workato, Skuad, EOR platforms, SaaS)
- Building a personal pipeline even when your company feeds you leads

#### Goal:

Land your first AE role or consistently hit 100%+ as an SDR within 90 days of working together.

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### 2. Account Executives Trying to Hit Quota Consistently

You're carrying a number but can't crack consistent attainment. Maybe your close rate is low, your deal cycles drag, or you're not multi-threading. You need someone who's run the full MEDDIC playbook in real deals, not in a training room.

#### What we work on:

- Live deal reviews — where is it stuck and why
- MEDDIC in practice — not the certification, the actual application
- Multi-threading across Procurement, Finance, Legal, and the economic buyer
- Self-sourcing pipeline when your BDR isn't delivering
- Enterprise close strategies for \$50K–\$500K deals
- Your 30/60/90 plan if you're new to a role

#### Goal:

Hit 100%+ quota and build a repeatable process you can replicate regardless of company or product.

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### 3. First-Time Founders Pre-Revenue

You have an idea (or a few ideas) but you're not sure which one to bet on, whether anyone will pay for it, or how to find your first customers. You need a thinking partner who has built from zero and can help you avoid the most expensive mistakes early.

#### What we work on:

- Customer discovery that separates real signal from polite noise
- How to validate (and kill) an idea before you waste 6 months building it
- Identifying your first 10 customers before you write a single line of code
- Pricing your first offer with no data and no comps
- When to build vs. when to sell — the sequencing most founders get backwards
- Building in public as a go-to-market strategy

#### Goal:

Leave with a validated (or confidently killed) idea, a list of 10 real potential customers, and a clear first sales motion.

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### 4. Operators Transitioning from Employee to Founder

You've had a successful career in sales, ops, or a corporate role. You want to build something but feel stuck between your current identity and the founder identity. You know how companies work but not how to start one.

#### What we work on:

- The mindset shift from operator to owner — what actually changes
- How to use your sales or domain expertise as your unfair advantage
- Building your first audience or community as distribution before product
- Early-stage GTM without a budget
- How to parallel-path your job search and your build (without burning out)

#### Goal:

A clear path from your current role to your first paying customer, with milestones you can hit while still employed.

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### 5. Early-Stage Founders Who Need to Learn How to Sell

You've built something. Maybe you have a few users. But you can't close paid customers consistently, your demos don't convert, and you're not sure if the problem is the product or you. You've never had formal sales training and it shows.

### What we work on:

- How to run a discovery call that sells without feeling like a pitch
- Building your first outbound motion with no budget and no team
- Demo structure that leads to a buying decision, not a 'let me think about it'
- Handling objections from founders and operators who have seen everything
- BANT qualification so you stop wasting time on leads that will never close

### Goal:

Close your first 5 paying customers and build a repeatable sales process you can teach a first hire.

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## My Methodology

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I don't use slides or scripts. Every session is built around your specific situation.

Before we start, I ask for:

- Your current challenge (the specific thing that's blocking you right now)
- Your numbers (quota, attainment, pipeline, close rate, or revenue if you're a founder)
- Any relevant context (company stage, product, ICP, deal size)

Then we work the problem. That might look like:

- A live cold call role play with real-time feedback
- A deal review on your open opportunities using MEDDICC
- A customer discovery interview audit on your actual recordings or notes
- A first-principles breakdown of your outbound messaging and targeting
- A structured session on pricing, positioning, or founder psychology

I'm direct. I'll tell you what's not working. I won't validate bad strategy to make you feel good about it. But I'll also tell you what's strong and how to build on it.

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## Certifications & Education

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<b>MEDDICC</b>	Certified January 2024 — Full MEDDICC sales methodology
<b>Sales Pro</b>	Science-Based Sales Pro · Top 5% performer cohort (Prehired)
<b>MBA</b>	OneDay MBA — Founder-focused program, in progress (2024–2027)
<b>Automation</b>	Workato Automation Pro Certified Level 1

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# Tech Stack I Can Advise On

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Salesforce | HubSpot | Apollo | Outreach | Salesloft  
LinkedIn Sales Navigator | ZoomInfo | Orum | Klenty | Gong  
MEDDICC | BANT | Framar | Supabase | Claude / Anthropic API

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**Ready to work on something real? Book a session.**

*Come with a specific problem. We'll get to work.*