

FRANCESCO STANCA



PROFESSIONAL ACHEAVEMENTS:

1) €2.6 MILLION IN SALES:

In 2022, I Generated €2.6 million in sales within a single year, becoming the highest-performing Junior Sales Representative in the history of Elios Ceramica.

2) 6 HOURS A DAY FOR 1 YEAR:

Used AI 6–7 hours per day for over one year to accelerate project execution, acquire new AI capabilities through continuous experimentation and online learning.

3) 31 NEW B2B CLIENTS IN 6 MONTHS:

I established the UK market for Sipo Italia from the ground up, operating entirely in English. Building a network of new B2B clients by generating interest, earning trust, and developing long-term business relationships.

CAREER HISTORY:

- **10/2025- 4/2026** **SIPO ITALIA**
 - Sales Agent
- **LONDON, UK**
- **5/2025 - 7/2025** **ELECTA GROUP**
 - Investment Analyst Internship
- **MILAN, ITALY**
- **6/2024 - 9/2024** **MINDFUL CAPITAL PARTNERS**
 - Investment Analyst internship
- **MILAN, ITALY**
- **9/2021 - 9/2022** **ELIOS CERAMICA (ITALCER)**
 - Junior Sales Representative
- **MARANELLO, ITALY**

EDUCATION:

- **9/2022- 5/2025** **REGENT'S UNIVERSITY,**
LONDON, UK BUSINESS AND
MANAGEMENT
UNDERGRADUATE
DEGREE.
- **7/2019** **LOVISS HIGH SCHOOL**
• **MILAN, ITALY** **HUMAN SCIENCES DEGREE**

LANGUAGES:

- ITALIAN: NATIVE SPEAKER
- ENGLISH: C2, PROFICIENCY
- SPANISH: INTERMEDIATE

HOW I SELL: A UK MARKET-ENTRY CASE STUDY

PROSPECTING: Contacted over 250 target companies to build Sipo Italia's UK market from the ground up, entirely in English.

QUALIFICATION: Filtered every prospect against two criteria - company size and scalability potential - to focus effort on accounts worth a long-term partnership, not a one-off sale.

APPROACH: As an example of psychological strategy where other salespeople led with a pitch, I led by asking permission - "Is now a good time, or would you prefer late afternoon?" A small shift that replaces pressure with trust from the very first exchange.

RESULT: 31 new B2B clients acquired in 6 months, in a market that did not exist before I built it.

WHY I STAND OUT:

A FINANCIAL EDGE: An investment-analyst background (Mindful Capital Partners, Electa Group) applied to sales - I read the numbers and incentives behind a client's decision, not just their objections.

BUILT, NOT INHERITED: The UK market for Sipo Italia and the top sales record at Elios Ceramica were both built from zero, not managed from an existing portfolio.

AI PRODUCT FLUENCY: 2,000+ hours of applied AI use. I automate account research and first-draft outreach, reducing prospecting time and creating more room for closing.

CONTACTS:

WhatsApp: +39 346 220 4304

Email: francescostanca024@gmail.com

Location: Milan, Italy