

JON DELONG

Sales Enablement | Solutions Consulting | Sales Readiness

Landisville (Lancaster County), PA • Available now • linkedin.com/in/joncdelong • Online Bio

PROFESSIONAL SUMMARY

Sales enablement and pre-sales professional with nearly eight years in B2B SaaS and 15+ years of earlier client-facing experience in banking and insurance. Advanced through five roles at Ministry Brands, from Account Executive to Sales Engineer to Senior Sales Enablement Strategist. Takes complex products and go-to-market plans and turns them into how sellers learn, talk about, demonstrate, and sell a solution. Strongest when running live demos, leading training sessions, and partnering with product, marketing, and sales leaders to get teams ready and moving.

CORE STRENGTHS

- **Training Delivery & Facilitation:** Weekly Learning Labs, onboarding sessions, and launch training for AEs and SDRs
- **Live Demos & Solutions Consulting:** 5 years running live product demos and discovery calls across Account Executive and Sales Engineer roles
- **Sales Readiness:** Launch readiness, product training, talk tracks, and discovery questions
- **Cross-Functional GTM Execution:** Partnered with Product, Product Marketing, Sales Leadership, Solutions Engineering, and Commercialization
- **Enablement Technology:** Helped build Spekit enablement content; Salesforce and Salesloft workflows; AI-assisted content development

PROFESSIONAL EXPERIENCE

Ministry Brands *B2B SaaS provider serving churches and faith-based organizations • Jan 2019 – Nov 2026*

Senior Sales Enablement Strategist Jan 2025 – Nov 2026

- Led sales enablement for cross-functional commercialization initiatives, including Tier 1 and Tier 2 product launches, turning GTM strategy, positioning, and buyer insights into launch-readiness programs.
- Served as primary enablement lead for the Equip commercialization launch, delivering product overviews, deep dives, internal demos, getting-started resources, and Spekit content for sellers.
- Developed persona-based seller narratives, talk tracks, and discovery questions that moved conversations from features toward customer needs and outcomes.
- Led weekly Sales Learning Labs for about two years on qualification, closing, competitive positioning, quoting, prospecting, and Salesforce/Salesloft workflows.
- Supported redesign of AE onboarding from product-heavy training toward structured sales mastery, with defined learning paths and ramp milestones.
- Helped build Spekit enablement content from the ground up and assisted with migrating existing materials into the platform, partnering with the content owner.

Sales Engineer Aug 2022 – Jan 2025

- Partnered with account executives to lead discovery and deliver live, tailored product demonstrations across the Ministry Brands portfolio.
- Translated technical capabilities into clear value for church and ministry decision-makers and answered product, integration, and implementation questions during the sales cycle.
- Supported AEs with product knowledge, demo best practices, and deal guidance to help move opportunities forward.

Account Executive – Websites Nov 2021 – Aug 2022

- Managed the full sales cycle for church website solutions, from discovery and live demos through close, as a remote account executive.

Sales Team Leader Feb 2021 – Nov 2021

- Led and coached the sales team, provided team performance insight to the Sales Manager, and developed sales promotions to shorten the sales cycle.

Account Executive Jan 2019 – Feb 2021

- Sourced and qualified new prospects, ran discovery and live product demos, coordinated all aspects of the sale, and identified and resolved client concerns.

Weaver Insurance Agency *Property & Casualty Insurance agency, Quarryville, PA • Jan 2013 – Jan 2019*

Customer Service Representative Jan 2013 – Jan 2019

- Handled inbound insurance needs, processed policy changes, answered coverage questions, and recommended coverage to fit customer needs.

EARLIER EXPERIENCE

- PNC — Assistant Branch Manager (2009–2011): oversaw service quality, scheduling, daily goal tracking, sales planning, and coaching
- Susquehanna Bank — Financial Service Representative (2008–2009); Sovereign Bank — Senior Personal Banking Representative (2006–2007)
- New York Life — Agent (2008); Lighthouse Youth Center — Program Director (2005–2006)
- American Music Theatre — Sales Associate, part-time (2008–2016): individual and group ticket sales

TOOLS, RECOGNITION & EDUCATION

Tools: Salesforce, HubSpot, Salesloft, Spekit, Microsoft Office (Excel, Word, SharePoint), Notion, AI tools for content creation

Recognition: Star Performer Award – "Lead By Example" (Ministry Brands)

Certification: Sales Training Certificate, Sales Enablement Collective

Education: Computer Networking coursework, ITT Technical Institute – Harrisburg

COMMUNITY SERVICE

Mission Church Manheim: Elder; Small Group Leader

Mission Food Pantry: Volunteer