

JOHN DOE

Street, City, State, Zip Code • xxx-xxx-xxxx • doe@gmail.com

PROFESSIONAL SUMMARY

An accomplished, award-winning, and seasoned professional with a comprehensive background in business development and sales within a corporate or healthcare environment. Highly respected, trusted, with strong negotiating skills. Partners with physicians and hospital administrations. Establishes, cultivates and maintains significant, strategic relationships. A consistent history of overachieving forecast of medical devices and customer service issues.

Major Accomplishments

- Top national sales ranking- 2012 (#7), 2011(#12), 2010(#8), 2009(#5), 2007(#2), 2006(#5), 2005(#6)
- Exceeded sales quota 2015, 2014, 2012, 2011, 2010, 2007, 2006, 2005, 2004, 2003, 2001, 1999
- Highest national % increase in sales and sleep volume 2004, 2000
- #1 national volume in pediatric sleep studies 2016, 2015, 2014, 2013, 2012, 2011, 2010
- Negotiated and signed sleep lab corporate contract with the Detroit Medical Center/Tenet 2016, 2006

- | | | |
|-----------------|---------------------|-----------------------|
| • Leadership | • Multi-Faceted | • Focused |
| • Collaborative | • Engaging | • Analytical |
| • Initiative | • Solution-Oriented | • Strong Communicator |

PROFESSIONAL EXPERIENCE

Better Sleep Mattress Factory **Boston, MA** **1999 – Present**

Senior Medical Sales Representative

Conduct direct sales of EEG equipment and services to Detroit area neurologists, pulmonologists, ENTs, neurosurgeons and physiatrists. Partner with hospitals and physician groups to open and manage sleep labs. Secured Detroit site for pharmaceutical company sleep trial. Opened first sleep lab in Michigan. Resolved service and product issues, provided incentives and motivation for staff to exceed goals.

- Dealt with reimbursement for new products with local and national insurance programs.
- Analyzed various health insurance reimbursement issues.
- Educated customers on reimbursement rules to increase referrals and revenue for customers.
- Conducted in-service programs for physicians and office staff on EEG equipment, software, and insurance billing.
- Accepted weekend calls from physicians with questions on EEG software.

Kinetic Concepts, Inc. (KCI) **Livonia, MI** **1996 – 1999**

RIK Medical, Boulder, CO, Functional Rehab

Account Representative

Reached 110% of quota 1998, 1999. Converted four competitive hospital accounts to KCI products in the first year with KCI. Signed a three-year contract for the Henry Ford Hospital during the first year with RIK medical. Initiated many trials of the RIK Fluid Mattress including the Henry Ford Health System, Mt. Clemens General, Port Huron, Mercy of Port Huron, Bon Secours, VA. Allen Park, and various homecare institutions.

Kinetic Concepts (continued)

- Targeted and sold KCI products to plastic surgeons, enterostomal therapists, purchasing, materials management and homecare facilities.
- Developed the marketing strategy for the launch of the RIK Fluid Mattress in the Greater Detroit area.
- Appointed to sales trainer after first year with RIK medical.
- Trained new hires in the Midwest area.
- Completed training programs at RIK Medical headquarters on wound care, industry practices, selling skills and competitive strategies.

A. Kuhlman Company/Owens & Minor **Plymouth, MI** **1992 - 1996**

Sales representative/Status line analyst

Sold “Status Line” inventory service and Spectrum scope repair to Detroit Area Operating Departments. Established beneficial business relationships throughout the hierarchy of complex hospital systems, specializing in the OR.

- Achieved nationally high-ranking sales figures for Spectrum (scope repair).
- Received highest performance bonus for all of 1994 and 1995 among status line analysts.
- Convinced operating room coordinators to reorganize suture storing methods to eliminate waste.
- Prevailed over high resistance to change.

Great Lakes Office Systems **Livonia, MI** **01/92 – 11/92**

Sales Representative

Toshiba copiers and fax machines. Top producer August, September, October 1992.

AWARDS & RECOGNITION

- National Award, Digitrace 2000. “Largest percentage increase in sales in over the previous year”. National award given to the top representative in the category. Awarded 2,500 shares of company stock.
- Member of KCI’s 100% Club –achieved 110% of sales quota, 1998
- First place in Markstrat -- a University wide marketing contest, 1991
- Copier sales contest.
 - Most revenue generated in contest time.
 - Highest number of cold calls in contest time

EDUCATION & CONTINUOUS TRAINING

University of Georgia ***Bachelor of Business Administration with emphasis in Marketing***

Professional Selling Skills

Fast Track Sales