

John Doe

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Career Summary

A successful medical sales representative, highly respected for the ability to gain trust, negotiate and partner with physicians and hospital administration. A skilled problem solver with 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

Professional Experience

Better Sleep Mattress Factory 1999 - present **Springfield, MA 01160**

Senior Medical Sales Representative

- Responsible for direct sales of EEG equipment and services to Detroit area neurologists, pulmonologists, ENTs, neurosurgeons and physiatrists.
- Partnered 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 on a daily basis. Provided incentives and motivation for staff in order 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 in order to increase referrals and revenue for customers.
- Conducted in-service programs for physicians and office staff on EEG equipment, software, insurance billing.
- Accept weekend calls from physicians with questions on EEG software.

Kinetic Concepts, Incorporated (KCI), Livonia MI 1996 - 1999

RIK Medical, Boulder, CO/ Functional Rehab

Account Representative

- 110% of quota 1998, 1999
- Converted 4 competitive hospital accounts to KCI products in the first year with KCI.
- Signed a 3 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.
- Target and sell 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. Responsible for training new hires in the Midwest area.
- Successfully completed training programs at RIK Medical headquarters on wound care, industry practices, selling skills and competitive strategies.

A. Kuhlman Company/Owens & Minor, Plymouth, Michigan 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, Michigan 1/1992 – 11/1992

January 1992 to November 1992

Sales representative for Toshiba copiers and fax machines

- Top producer August, September, October 1992

Awards and Recognition

- National Award, Digitrace 2000. "Largest percentage increase in sales in over the previous year". This was a national award was 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
- Baseball scholarship, 1990

Education

Bachelor of Business Administration with emphasis in Marketing

University of Georgia, December 1991

Marketing GPA: 3.66

Overall GPA: 3.20

Professional Selling Skills, February 1997

Fast Track Sales 1992