

# ANYBODY

Address • City, State Zip  
email@verizon.net • Cell (123) 456-7890 • Home (123) 456-7890

---

---

## HEALTHCARE SALES PROFESSIONAL

*Sales Representative • Territory Manager • New Business Development*

---

---

Highly accomplished healthcare IT sales representative with outstanding record of directing multimillion-dollar territories, business turn-around, establishing new markets, capturing greater market share, and maximizing sales opportunities for both startup and well-established organizations. Results-oriented, decisive leader with proven success initiating contacts with new clients, negotiating past gatekeepers, and establishing lasting business alliances. Skilled in discovering customer needs, developing and presenting complex business solutions and persuading key decision-makers to choose a broad range of products and services.

### CORE COMPETENCIES

- New Account Captures
- Relationship Management
- Account Conversion
- Healthcare Finance
- Market Penetration
- Budgets and Forecasts
- Business Case Analysis
- Negotiations
- P & L Management

---

---

### PROFESSIONAL HIGHLIGHTS

**ABC HEALTHCARE** – Anywhere, U.S.

2004-Present

*Fortune 500 Healthcare provider specializing in acute-care*

#### **Account Manager, XYZ Division**

*Recruited to revive a major market inside a newly formed division, launch new products and pilot an acute-care focused national sales training program*

Guided the product-launch of new therapeutic surfaces and an innovative acute bed-frame. Excelled in targeting high-level decision makers, IDNs, GPOs, and other entities that governed the capital sales process. Enlisted by national sales and marketing managers to provide peer leadership and sales training to the newly created 45-person sales force. Incorporated Miller-Heiman Strategic Selling and SPIN consultative techniques into the training regime; presented workshops and training conferences for other regions throughout the country.

#### **Key Achievements:**

- Produced 140% of goal in frame rental line and 214% of goal for surface sales
- Built pipeline of 40 new accounts (200% of quota; \$2-million in sales) in anticipation of Enterprise™ release
- Boosted territory revenues by 75% within 90 days of hire; produced 32% increase in YTD revenue
- Ranked in top 5% for sales revenue growth YTD; Ranked Top 7 of all account managers YTD
- Formulated customizable clinical and financial justifications for presentation to executive decision makers
- Consistently selected to provide industry knowledge and presentation skills at regional and national tradeshows

**XYZ MEDICAL CONSULTING** – Anywhere, U.S.

2001-2004

*\$10 million Health care consulting firm primarily focused on insurance reimbursement and outsourced services.*

#### **Business Consultant**

*Delivered consulting services designed to improve existing sales revenue or identify and capture new revenue sources*

Primary assignments included authoring two successful business plans where both enterprises are still operating or have been divested at a profit, auditing and restructuring insurance claims and appeals, gathering clinical product evaluation data, and closing all outstanding business prior to the termination of an independent distributor's sales contract.

**Key Achievements:**

- Captured \$2-million in outstanding revenue through improved documentation for client beds
- Closed \$300K in stalled sales of client Ventilator prior to termination of the distributor's contract

**Big Company MEDICAL** – Anywhere, U.S.

1999-2001

*\$50 million medical device and hospital supply company (formerly ZFI Company) .*

**Territory Manager**

*Overtured competitive monopoly in the acute and critical care bed-frame market and delivered 76% revenue growth*

Delivered consistent sales performance while systematically dismantling competitive strongholds and building key relationships with leadership in Arkansas' major hospital systems. Grew revenues from \$870,000 to nearly \$1.6-million in the absence of GPO agreements for bed products leading to the opening an expansion territory in Northwest Arkansas. Utilized Miller-Heiman Strategic Selling as a guide for growing a large network of state hospital association leaders, executives, physicians, purchasing managers, engineers and nurses as product champions and coaches. Presented complex clinical and financial justifications to validate capital purchase decisions and house-wide conversions.

**Key Achievements:**

- Grew annual sales volume by 20% in 1999, 30% in 2000 and on-track for 33% growth in mid-2001
- President's Club Award and Master Achiever Ring for Top 10 performance and overachieving quota
- Selected to attend Gallup Sales Academy to identify key selling strengths and expand peak sales performance
- Achieved 108% of budget (1999), 121% (2000, 9<sup>th</sup> place nationally) and 130% (2001, tracking 7<sup>th</sup> nationally)
- Appointed by Arkansas Hospital Association board subcommittee to serve 2-year term as vendor representative

**Company** – Anywhere, U.S.

1989-1999

*Privately held physician owned company created to provide managed care services for third party reimbursement..*

**Territory Manager**

Established new and profitable hospital accounts and physician referral relationships through a network of 38 orthopedic surgeons practicing at 29 different hospitals and/or surgery centers with an additional 45 physical therapy clinics, while also securing provider status on managed care contracts to assure third-party reimbursement.

**Key Achievements:**

- Inherited a territory at 20% of budget in late 1996 and achieved 112% of targeted growth plan by the end 1997
- Ranked 6<sup>th</sup> of 75 representatives in 1997; 10<sup>th</sup> of 92 representatives in 1998; on track for Top 10 in 1999

---

## **EDUCATIONAL BACKGROUND**

**Bachelor of Science in Business** • University of Anywhere– 1989

**Professional Training:**

Gallup School of Management

Solution Selling Training

Miller-Heiman Strategic Sales Training • SPIN Selling • Customer-Oriented Selling (COS)