

JANE SMITH

123 Any Street • Any Town, USA 12345

Mobile Telephone: 123.456.7890 • Home Telephone: 123.456.7890 • Email: samsmith@hotmail.com

PHYSICIAN-DRIVEN MEDICAL DEVICE/CLINICAL SALES PROFESSIONAL

PROFESSIONAL PROFILE

A dynamic and performance-oriented Sales Professional with a consistent track record in identifying and developing new business, establishing and nurturing strong client relationships, and meeting and exceeding key performance objectives in the healthcare arena. Skilled communicator, presenter, and facilitator adept in creating unique approaches and programs that drive business growth and deliver top sales results. Consistently recognized for ability to increase revenues and market share through expertise in product knowledge, procedural instruction, physician collaboration/in-servicing, and unparalleled service delivery. Highly developed interpersonal, organizational, time, territory, and account management skills. Exceptional oral and technical aptitude.

CORE COMPETENCIES

- *New Business Development*
- *Physician/Staff In-Servicing*
- *Profit/Quota/Goal Attainment*
- *Brand Marketing/Promotion*
- *Personnel Management*
- *Account/Project Management*
- *Strategic & Market Planning*
- *Product/Technical Knowledge*
- *Vendor/Supplier Relations*
- *Live Case Collaboration*
- *Presentations/Group Facilitation*
- *Procedural Instruction/Education*
- *Territory Management/Growth*
- *Networking/Referral Generation*
- *Seminar/Workshop Coordination*

PROFESSIONAL EXPERIENCE

ABC Company

Any Town, USA

Aug. 2010 - Present

Territory Manager

Targeted and promoted the sale of non-vascular stents to operating rooms, Endoscopy labs, and GI Labs throughout all of North Carolina, Tennessee, and Kentucky for a leading manufacturer of medical devices used in diagnostic and interventional cardiology and radiology procedures.

- Implemented innovative sales techniques as well as competitive marketing strategies to consistently exceed sales goals; sold Inflation Devices, Bi-Polar RF Probes, and Surgical Syringes.
- Developed strategies tailored to meet the varying needs and personalities of targeted physicians.
- Established and managed key accounts including twenty nine (29) primary hospitals; leveraged existing relationships with leaders throughout the medical community to enhance sales and increase market share.
- Trained surgeons and their staff on new products and procedures through a variety of instructional seminars and programs; participated alongside surgeons, ran live cases, and provided in-servicing.
- Coordinated clinical trials for new products, educated regional surgeons on the use of various products, and collaborated with hospital administration to obtain product approval for medical use.
- Forecasted and prepared extensive sales reports on a daily, weekly, and monthly basis.

Selected Accomplishments:

- Attained 107% of quota and earned President's Club honors, FY 2011.
- Grew business by 62% from 2010 - 2011.
- Consistently ranked in the top two (2) out of seventeen total Territory Managers, FY 2010 and 2011.
- Achieved 136% of quota, FY 2010; ranked #1 in sales for the Northern Region out of fifteen (15) counterparts and #2 in sales nationally out of thirty two (32) representatives, FY 2010.

ABC Company

Any Town, USA

Feb. 2009 - Aug. 2010

Medical Sales Representative

An industry leader and supplier of over 1,000 product ranges in three (3) main, global business units including Orthopaedic Reconstruction and Trauma, Endoscopy, and Advanced Wound Management.

- Led all sales and marketing initiatives for the Endoscopy Division; developed and employed strategies that targeted key opinion leaders in Orthopedic Sports Medicine.
- Implemented a detailed marketing campaign and initiated relationships with new clients through door knocking, referrals, and networking; conducted product demonstrations and coordinated and led lunch-and-learns, dinner presentations, and workshops.
- Enhanced and maintained up to forty (40) key physician accounts.
- Expanded corporate awareness of company products including innovative endoscopic technology and implants; sold capital equipment used during surgery.

PROFESSIONAL EXPERIENCE (CONTINUED)

- Participated alongside physicians, ran live cases, and provided in-servicing.
- Underwent extensive training focused on new advances in the medical device, implant, and transplant world; instruction consisted of three (3), two (2) week seminars throughout the United States.

Selected Accomplishments:

- Integral member of one of the top sales teams; consistently exceeded sales quotas and ranked in the top 1 - 3% of all representatives in the country.
- Ranked #7 out of 250 on new product sales, 2010.
- Achieved 106% of quota, January - July 2010; ranked 2nd in the region out of ten (10) teams as of August 2010.
- Ranked 3rd out of 53 teams, 2009.
- Established a design team which sought to produce and create new instruments to be utilized during foot and ankle surgeries.

Additional Experience:

Intern/Surgical Video Technician, ABC Company, Any Town, USA, Aug. 2008 - Feb. 2009

EDUCATION

Bachelor of Science in Human Environmental Sciences; Major: Consumer Sciences
The University of Alabama, Tuscaloosa, Alabama; Graduated: August 2008

AFFILIATIONS/VOLUNTEERISM (CURRENT & PRIOR)

- Assistant Rush Chair, Delta Gamma Sorority
- Volunteer, Habitat for Humanity

References Furnished Upon Request