

# JOHN H. SMITH

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## SALES EXECUTIVE

**Customer-focused sales executive** with more than 20 years of proven success in optimizing territory and channel revenues through sales, marketing, and service excellence. Develops comprehensive knowledge of products, competitors, and markets to guide strategy, optimize revenue, and satisfy sales goals. Builds immediate rapport with clients and service teams, and sustains positive, results-driven communications to produce long-term partnerships with sustainable revenue growth. Continuously leverages strengths in analytics, leadership, and creative problem solving to identify new opportunities, expand customer base, deepen existing relationships, and satisfy corporate objectives.

- Sales & Marketing Strategy
- New Business Development
- Key Account Development & Management
- Territory Development & Management
- Territory/ Market Analysis
- Consultative Sales
- Planning & Forecasting
- Channel Sales
- Team Leadership
- Customer Service
- Conflict Resolution/Problem Solving
- Client Meetings & Presentations

## PROFESSIONAL EXPERIENCE

*National Healthcare of New Jersey, Ridgewood, NJ*

*2007 – 12/2011*

### SENIOR ACCOUNT EXECUTIVE

Hired to drive sales through strategic business development and existing account optimization. Cultivated channel-based relationships with insurance brokers to identify opportunity, initiate client relationships, and bid for new business. Coordinated information and defined client expectations with internal teams to ensure service-driven implementation. Attended on-site client meetings to assess needs and negotiate services, and delivered presentations to introduce new products, sell value proposition, and increase revenue. Reviewed annual sales plans against existing business, analyzed markets, and developed strategies to optimize revenue and satisfy corporate sales goals.

- **Generated \$50M in healthcare and ancillary sales revenue** and ensured ongoing pipeline opportunities through customer-focused sales and data-driven marketing tactics.
- **Produced \$6.0M in new sales** by working with the marketing team to target enterprises across wide-ranging industry verticals with a NJ presence.
- **Provided top-tier account management**, employing consultative sales techniques to deliver optimal products while conducting account audits to ensure seamless account setup.
- **Negotiated and closed complex sales, promptly resolved conflicts, and ensured end-to-end client satisfaction** by collaborating across legal, underwriting, provider contracting, and implementation groups to garner comprehensive sales and customer service support.

*Global United Healthcare, Edison, NJ*

*2001 – 2007*

### NEW BUSINESS MANAGER (2004 – 2007)

Developed and executed strategic sales plan based on territory analysis to drive new business throughout the New Jersey and New York markets. Prospected through broker channels to identify opportunities and initiate new client relationships. Led implementations, met with clients to assess needs, solve problems, value-add products, and increase revenue.

- **Generated \$30M in new sales across NJ and NY, and 15% year-over-year membership growth.**
- **Increased pipeline volume by 10% and uncovered untapped markets** through data mining expertise—earning *New Manager Award* for selling the most new clients during rookie year.