

JOHN SMITH, BSBA

22 Street Rd. • City, State • 00000 • C: (222) 222.2222 • email@address.com

Experienced Pharmaceutical Sales Representative – Target Job: Medical Device Sales Representative

Self-directed and integrity-driven, providing knowledgeable service excellence, innovative business development and product expansion through strong relationship-building skills and a strategic consultative sales approach.

Multi-faceted sales professional offering a combined 10+ years of successful selling experience. Passionate and determined to build market presence by working closely with clients to match specific practice needs with specific promoted pharmaceutical therapies. Special expertise includes **consultative partnering with cardiologists, endocrinologists and internal medicine physicians**. An enthusiastic and articulate communicator, adept at cultivating ties with key decision-makers, influencing them to realize the benefits of specialized product lines and become loyal clients. Strong ability to build long-term business alliances and use client satisfaction and loyalty as a competitive advantage. Track record of success in an ultra competitive, high-pressure selling environment.

"Top Performer with a Positive Attitude and Passion for Excellence"

DEMONSTRATED SKILL SET

Territory Management & Organization

- Development of Existing Business
- Innovative Market Expansion
- Strategic Planning & Key Account Focus
- Routing Multiple Daily Sales Calls
- Effective Results Forecasting
- Managed Care & Reimbursement Economics

Sales/Marketing & Leadership

- Client Relationship-Building & Retention
- Strategic Negotiation
- High-Impact Presentation Delivery
- Educational In-Service Presentations
- Pharmacy Alliance Formation
- Team-Building & Training

Clinical/Therapeutic Knowledge

- Interventional Cardiology
- Electrophysiology
- Cardiac Diagnostics, Interventional Tools & Implantable Devices
- Catheterization Lab Schematics
- Lipid & Hypertension Management
- Endocrinology/Diabetes

PROFESSIONAL EXPERIENCE

Shionogi, Inc., Denver, CO

July 2006-August 2010

Professional Pharmaceutical Sales Representative

Successfully sold pharmaceutical products to 100+ targeted physicians in assigned territory including the Denver metro area and major outlying cities. Skillfully built and nurtured relationships with physicians and supporting staff and grew market share by prospecting and consulting with new high-potential clients. Utilized effective influence and negotiation methods to help physicians and pharmacists identify potential benefiting patient types, which resulted in increased prescriptions written and filled for Shionogi's products, exceeding sales goals and reaching significant rankings.

- Leveraged analytical abilities to conduct needs assessments with physicians to determine key factors of importance, such as: efficacy, competitive differentiation and patient affordability. Offered solutions that met patient and provider expectations and proactively provided quick responses to objections, ensuring that Shionogi's products were prescribed to the identified and agreed upon patient types.
- Educated physicians on specific pharmaceutical products and their respective therapies for patients; advised interventional cardiologists on patient nitrate therapy following coronary interventions; advised endocrinologists on metformin therapy for type II diabetics.
- Trained medical and catheterization lab staff on the proper administration and storage of Nitrolingual Pumpspray by conducting educational in-service presentations; included in the discussion was a detailed review of how to educate patients on the features and benefits the spray provides and the critical importance of correct product use during the early warning signs of a heart attack.
- Provided superior customer service by applying effective listening skills, thorough needs assessment and meticulous follow-through.
- Formulated and followed a strategic Tactical Action Plan to assist in achieving sales goals: analyze sales trends, predict results, adapt to changes in sales directives and set individualized SMART goals (Specific Measurable Attainable Realistic Timely) for key accounts.
- Managed the inventory of sampled products; delivered samples and kept an organized, up-to-date record of inventory, ensuring compliance requirements were met.
- Possess extensive knowledge and comprehension of clinical study reports in order to effectively present case study results to physicians.
- Maintained a current industry knowledge base to keep clients informed about industry-specific pharmaceuticals and changes in standards of medical care; participated in continuing education programs.
- Built in-depth clinical and product knowledge in order to relate with client needs and concerns; recommended solutions and became a trusted client resource; developed strong consultative sales relationships with numerous medical practices throughout Colorado.