### WILLIAM F. FALANDAYS

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### SUMMARY

Seeking a position where my skills/abilities will add to the success of a company. Strong leadership competencies with a focus on consistently delivering results that significantly exceed assigned business targets. Available as an Employee, by Contract, as a Consultant or a Contractor. Skill set includes but not limited to the following:

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| --- | --- |
| Sales b2b, b2c, virtual | Lead Gen 2.0 |
| Managing Teams | Virtual Telephonic Sales- Inside/SDR |
| Recruitment | CRM’s |
| Training | Call Center Operation |
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### EXPERIENCE

**Falandays Financial/PC Resource** 01/2000 – Present

Self-employed in Sales, Marketing, Consulting and Coaching to the Insurance, Virtual Telephonic Sales, Cyber Security, SaaS, CEO Peer to Peer learning/coaching and Major Home builder markets. Special emphasis and skills re: major event sponsorship sales.

**Swift Capital** 08/2010 to 10/2015

Top Sales Producer averaging more than $7M in new revenue a year for this financial institution specializing in unsecured funding to small and medium sized businesses. Trained and supervised all new agents.

**Bravo Health Insurance** 01/07 to 8/2010

Broker Sales Manager for the PA and Mid-Atlantic markets. Responsible for the recruitment and on-going development of the company’s largest FMO. Increased gross monthly revenues from $300K to $22.1M.

**Independence Blue Cross,** Philadelphia, PA 9/98-04/2002

LTC Broker Manager

Responsible for restarting a failed Senior Market operation and bringing it to profitability. Grew annual LTC premium revenue from less than $1M to $20M with over $4.5M in net profit.

**BLUE CROSS/BLUE SHIELD**, Rochester, NY 1989-1998

Field Agent promoted up through the ranks to Division Manager for the Mid-Atlantic due to my outstanding performance in sales, management, training, leadership and recruiting. Increased annual revenues 42% YOY.

**Bausch and Lomb**, Rochester, NY 1975-1989

Interactive Graphics Division  **Northeast Regional Manager** (1982 – 1989)

**District Sales Manager** (1979 – 1982) **Sales Representative** (1975 – 1979)

### EDUCATION

**Rochester Institute of Technology**, Rochester, NY, coursework in MBA, Marketing 1979

**University of Rochester**, Rochester, NY BA Psychology, Phi Beta Kappa 1974

*Numerous Professional Sales, Management and Negotiating programs. Distinguished Dale Carnegie Sales Trainer from 1978-1984. Graduate of the Sandler Sales Institute.*

### TECHNOLOGY SKILLS

Proficient in most Microsoft Office suite of products as well as other specialized industry software such as Salesforce CRM. Particularly adept at Virtual technology and Lead Gen 2.0.