

Selena Cortez

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A Senior Sales Professional with 10+ years of medical sales experience, specializing in strategic selling, territory management, account management, and consultative sales. A strong history of leading high-performance salesteams to grow territories and achieve revenue goals. Adept at driving pipeline development and improving penetration across untapped markets.

Education

Bachelor of Arts (B.A.)
Marketing
University of Syracuse,
Syracuse, NY
September 2007 - May 2011

Key Skills

- Medical Device Sales
- Strategic Selling
- ◆ Account Management
- ◆ Territory Management
- ◆ Pipeline Development

Certifications

- ◆ Salesforce Certification,
Udemy, 2012

Professional Experience

Sales Manager
Medical Solutions Inc., New York, NY | May 2016 - Present

- Manage a team of 20+ inside and outside sales representatives generating sales for a \$3M territory, oversee lead generation and pipeline development efforts, and supported representatives during sales consultations with high-value accounts
- Lead initiatives to improve territory growth and enhance sales performance, resulting in a 30% increase in conversions and over \$600K in new business for 2020
- Fielded escalated issues for large client accounts valued at up to \$700K and maintained relationships by providing solutions and products to meet customer business needs

Outside Sales Representative
Brooklyn Medical, New York, NY | May 2011 - May 2016

- Closed over \$350K in sales per year for a medical device company, achieved 140% of quota in 2016, and earned a ranking within the top 5% out of 150* representatives
- ◆ Led consultative sales meetings with hospitals, medical centers, and doctors' offices, educated potential customers on company products, and upsold medical equipment