

## ***Sample Direct Competency Resume***

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### **SUMMARY**

District Sales Manager with track record of achieving results in business development, solution sales and technology. Significant experience in new product marketing: product launch and marketing strategy, strategic alliance building, project management and consultative selling. Skilled at relationship building, channel and OEM sales, contract negotiations, and closing sales. Consistent top performer with record of achieving results, generating revenue, exceeding sales quotas, and delivering exceptional customer service. Excellent interpersonal, organizational, presentation and writing skills.

### **KEY COMPETENCIES**

#### **Achieving Results**

- Recognized for exceeding sales goals at IBM and Lexmark with:
  - Lexmark's Winner's Circle for top 2% of U.S. sales professionals.
  - Sales Director Award as top ranked sales performer in U.S. healthcare division, two consecutive years.
  - Account Executive of the Year, three years.
  - Area Systems Engineer of the Quarter, four quarters.
  - IBM 100% Club.
- Achieved highest revenues of first-year sales managers; grew revenues in new healthcare territory to \$2.6 million in two years.
- Increased sales to Shell and Texaco from \$500,000 to \$2 million in two years.
- Developed sales and marketing campaign awarded national quality award based on Six Sigma criteria.

#### **Customer Focus**

- Ranked in top 10% of all sales managers in employee satisfaction ratings, 1998.
- Convinced clinical and IT managers to purchase platform upgrades despite competition from onsite vendor; managed rollout at County Hospital District.
- Recognized for quality of customer service while working as key member of team introducing total cost of printing concept to customers.
- Managed CRM project with customer satisfaction rating improving from 67% to 89%.

#### **Interpersonal Skills**

- Managed 11 sales, technical support, and administrative employees selling printing equipment and services to healthcare customers in 23 states in Eastern U.S.
- Coached sales and technical support team to develop more innovative sales strategies; increased sales 20% annually per territory.

- Facilitated teambuilding and strategy sessions to ensure team stayed focused on closing \$12 million national purchase agreement with Columbia/HCA.

## Organization

- Coordinated team introducing first global 24 by 7 non-stop service and parts delivers offering for NCR, improved corporate service marketing campaigns.
- Organized major client business opportunities across U.S. to maximize healthcare team revenue; exceeded \$6 million goal for incremental revenue in five months.

## Technical Expertise

- Developed sales methodologies and managed accounts for technical departments to define technology needs, product development courses, market positioning, network deployment and partner activities.
- Planned and implemented sales/marketing campaign; awarded national quality award based on Six Sigma criteria.

## WORK HISTORY

**CONSULTANT** **2002-2003**

**ECG CORPORATION** **2000-2001**

*Director, Business Development 2000-2001*

*Senior Programme Manager, 2000*

**LEXMARK INTERNATIONAL, INC.** **1992-2000**

*Senior Consultant, Education and Government Sales, 2000*

*Special Assistant to Director, Healthcare Sales, 1999-2000*

*District Sales Manager, 1997-1999*

*Senior Programme Manager, Strategic Alliances, 1996*

*Senior Account Executive 1994-1996*

*Account Systems Engineer/National Account Executive, 1992-1993*

**INTERNATIONAL BUSINESS MACHINES CORPORATION** **1978-1992**

*Account Systems Engineer, 1990-1992*

*Printing and Desktop Publishing Specialist, 1988-1990*

*Dealer Account Representative, National Distribution Division, 1987-1988*

## EDUCATION

Bachelor of Business Administration, Marketing, Magna cum Laude  
University of Houston, Houston, Texas