

DON REEVES

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MEDICAL SALES SPECIALIST

PROFESSIONAL PROFILE

Award-winning top performer instrumental in delivering quality of care via providing on-site demonstrations and hospital/operating room support to Surgeons, Physicians, Nurses, PAs, and Medical Technicians. Exhibit steadfast skill in generating region plans-of-action and attaining imposed goals utilizing superior sales abilities, territory management and cultivated relationships.

Articulate communicator and presenter proficient in delivering effective expositions to, and closing transactions with: Orthopedic Spine Surgeons, Neurosurgeons, Pain Management Physicians, Interventional Radiologists, as well as C-Suite Executives and senior management. Promoted use of products via lectures and advanced training programs, including utilization of animated laboratory models. Adept in mentoring and instructing new team members, managing contract negotiation/adherence and converting competitive accounts.

**Expertise includes: Sales/Marketing ▪ Revenue Generation ▪ New Business Development
Market Penetration ▪ Product Promotion/Edification/Training/Workshops ▪ Strategic Planning
Client & Physician Relationship Development/Management ▪ Effective Closing Methodology
Collaborative Team Training/Mentoring ▪ FDA Rules & Regulations/Compliance
Operating Room Policies/Procedures ▪ Technical Support ▪ Problem Resolution**

**Balloon Kyphoplasty ▪ Capital Equipment ▪ Ethicon Endo-Surgery ▪ Harmonic Scalpel
Laparoscopic/Open Surgery Tools ▪ Maxillofacial Plating Systems ▪ X-Stop
Microsoft Suite (Word ▪ Excel ▪ PowerPoint ▪ Outlook)**

CAREER TRACK

ABC Spinal & Biologics – Anywhere, USA
Spine Consultant

04/2005 ▶ Present

- ❑ Generated \$1 million-plus in new product sales and surpassed imposed quota by 135%.
- ❑ Exceeded revenue quotas for: 2011 +103%, 2010 +101%, 2008 + 100%, 2007 +102% and 2005 +103%.
- ❑ Succeeded in cultivating non-active account into a lucrative revenue generator who incurs quarter billing exceeding \$150,000 via competitive swap-out.
- ❑ Collaboratively launched new product “FAD” and executed first procedures in Tri-State area with INRs.
- ❑ Two-time recipient Stock Award for excellence in sales and growth revenue – 2010 and 2011.
- ❑ Integral in team achieving targeted goals for four consecutive quarters for X-Stop sales.

Special Needs Surgery, Inc. – Anywhere, USA
Laparoscopic Surgical Specialist

04/2001 ▶ 03/2005

- ❑ Eclipsed 2004 sales forecast by 107% and 2003 sales forecast by 111%.
- ❑ Increased product usage by existing customer base and expanded account coverage through Standard of Care.
- ❑ Inducted into: Vice President Club with gross sales of \$1,500,000 – 2004 ▪ \$1 million Sales Club – 2003 ▪ \$500,000 Sales Club – 2002 and Region of the Year – 2001.
- ❑ Beneficiary of two stock awards in recognition of outstanding sales performance – 2003 and 2004.

PEG Medical Equipment – Anywhere, USA
Sales Consultant

05/1999 ▶ 01/2001

- ❑ Expanded territory 107% and generated 115% of projected sales quota.
- ❑ Introduced and demonstrated Maxillofacial Plating Systems to Neurosurgeons, ENT Specialists and Oral Surgeons, and provided on-site operating room support during surgical procedures.

ADDITIONAL EXPERIENCE

**Pacific Process ▪ Sales Representative Associate
Tryptan International ▪ Account Executive**

CERTIFICATIONS ▪ EDUCATION

Spinal Anatomy & Pathologies ▪ Radiations Safety & Imaging Product
Complaint Handling ▪ Operating Room Etiquette/Sterile Techniques
OSHA & Blood-borne Pathogens ▪ Health Insurance Portability & Accountability Act of 1996

Bachelor of Science (B.S.) – GPA 3.84 ▪ International Trade & Marketing ▪ New York University