

Danielle Gifford

1100 Patriot's Turnpike, Worcester, MA 01603 ♦ 508-555-5526 ♦ E-mail: GiffD@mciworld.com

Objective

To contribute strong business-to-business sales background in healthcare field, along with unique drive for excellence and success, to your firm in a pharmaceutical sales representative position

Professional Profile

- ◆ Goal-driven, dedicated sales professional with healthcare background, as well as more than eight years of business-to-business sales experience, including healthcare sales.
- ◆ Proven sales performer who is adept at working independently with minimal supervision, as well as contributing and collaborating as productive team member.
- ◆ Effective, personable team player with unsurpassed interpersonal skills and demonstrated ability to handle customer questions and objections.
- ◆ Enthusiastic, knowledge-hungry self-starter with significant exposure to health-care and patient-care fields; eager to meet challenges and quickly assimilate product knowledge; committed to assessing customer needs and helping people through pharmaceuticals.
- ◆ Customer-focused communicator with proven ability to understand and convey complex product information, develop rapport, build strong relationships with customers, and deliver high-impact sales presentations.
- ◆ Motivated achiever cited in performance reviews for excellence in relationship building, obtaining appointments, and taking on leadership roles.
- ◆ Energetic contributor with demonstrable detail orientation and multi-tasking/organizational proficiency.

Professional Experience

Sales Representative, *Cleanliness Products*, Boston, MA, 2002 to Present

- ◆ Oversee sales, education, and in-servicing of pre-packaged patient cleansing systems, including bathing products, oral-care systems, isolation equipment, and hair products to hospitals.
- ◆ Earn new business by developing champions and providing relevant clinical information to show how Cleanliness Products help control infection risk factors; establish relationships with vice presidents of nursing, nursing managers, ET nurses, infection-control coordinators, and material managers.
- ◆ Developed new way to manage existing accounts, resulting in 100 percent account retention and higher sales dollars; consistently exceed sales-growth quota.
- ◆ Establish quality relationships with clients, resulting in higher territory sales.
- ◆ Deliver formal presentations to hospital products committees, demonstrating cost effectiveness, improved clinical outcome, enhanced nursing satisfaction, and greater patient satisfaction.
- ◆ Review product usage and customer needs with clients; compiled excellent sales tool graphing product usage and dollar/labor savings since clients switched to Cleanliness Products; perform quarterly walk-throughs of each floor of customer facilities to monitor use of Cleanliness and competitors' products.
- ◆ Negotiated four-hospital consortium agreement for patient cleansing systems.
- ◆ Increased sales \$265K during first year, exceeding quota; territory reached \$1.06 million in total sales for 2004, building on previous year's increase of \$34K on \$795K in total sales.
- ◆ Earned sales incentive by bringing in 16+ new customers in a six-month period.
- ◆ Demonstrated outstanding relationship-building, follow-through, and customer service to grow one account by more than 100 percent to billings of nearly \$1.5 million annually.
- ◆ Earned current ranking of No. 1 rep in nine-person region.

Territory Manager, GreenFoods Inc., Boston, MA, 2000 to 2002

- ◆ Directed sales and installation of Capital Investment Production Lines to Industrial Food Processors in 13-state territory.
- ◆ Developed new business by cultivating relationships with vice presidents, facility managers, engineers, and production supervisors in key accounts.
- ◆ Actively, selectively, and regularly presented GreenFoods's extensive production equipment line within defined territory.
- ◆ Developed service plan and supervised activities of territory service agents.
- ◆ Established new proposal template to accurately define project goals; template is now used for all proposals.
- ◆ Attained status as Top Producer in Year 2 with \$1.6 million in sales, exceeding \$1 million budget target; exceeded \$750K budget target in Year 1 with \$810K in sales; achieved \$310K+ in sales in first six months.

Corporate Accounts Manager, Solid Surface Products, Concord, MA, June 1998 to 2000

Territory Sales Manager, Solid Surface Products, Concord, MA, Jan. 1996 to June 1998

- ◆ Promoted to Corporate Accounts Manager and successfully negotiated international corporate contracts with major accounts, producing \$937K in sales and exceeding budget target of \$750K.
- ◆ As Territory Sales manager, oversaw sales and installation of Solid Surface Flooring Systems to hospitals, pharmaceutical companies, automotive manufactures, and industrial OEMs in Boston, MA, area.
- ◆ Developed long- and short-range strategic-business plans for sales territory.
- ◆ Managed construction crews during installation of flooring systems.
- ◆ Earned President's Award in Year 2 with \$384K in sales, exceeding \$350K budget target; generated \$158K in sales in Year 1, exceeding \$300K budget target; produced \$50K in sales during six-month training period.

Education

- ◆ *Bachelor of Business Administration in Marketing*, Boston University, Boston, MA

Keyword Summary

- | | | |
|--|--|---|
| ◆ pharmaceutical sales | ◆ self-motivation/initiative | ◆ pharmaceutical sales representative |
| ◆ sales proficiency | ◆ ability to understand and convey complex information | ◆ customer-focused selling techniques |
| ◆ product knowledge | ◆ revenue growth | ◆ informative sales presentations |
| ◆ sales objectives | ◆ sales closing skills | ◆ high-impact presentations |
| ◆ aggressive strategy | ◆ solutions selling | ◆ customer needs |
| ◆ sales and communication abilities to physicians and office staff members | ◆ customer service | ◆ creative sales strategies |
| ◆ team building | ◆ new product introduction/launch | ◆ negotiation skills |
| ◆ bachelor's degree in business | ◆ public speaking | ◆ ability to handle customer questions and objections |
| ◆ healthcare background | ◆ listener | ◆ account development |
| ◆ computer literacy | ◆ cold calling | ◆ account management |
| ◆ interpersonal skills | ◆ client base maintenance | ◆ account retention |
| ◆ organizational skills | ◆ business-to-business sales | ◆ business development |
| ◆ time-management skills | ◆ B-to-B sales | ◆ competitive market intelligence |
| ◆ sustained high performance | ◆ B2B sales | ◆ consultative sales |
| ◆ leadership | ◆ strategic planning for key accounts | ◆ customer loyalty |
| ◆ business-to-business sales experience | ◆ customer satisfaction/client satisfaction | ◆ customer needs assessment |
| ◆ persuasion skills | ◆ ability to increase market share | ◆ customer retention |