

## SAMPLE JOB SEARCH PERSONAL MARKETING PLAN

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### PROFESSIONAL PROFILE

**Expert at solving; Types of Problems..... and Types of Achievements .....**

Sales Professional that drives revenue growth and profits through high performing teams by influencing key decision makers. I develop key accounts and deep relationships within the C-suite through skillful consultative selling. I excel at building sales with long-term customer relationships that lead to win-win strategic alliances.

#### PROVEN EXPERTISE

- Development of key accounts through additional service offerings
- Research, analysis, and presentation of proposals to Board of Directors and Executive levels
- Winning new business by leveraging strategic relationships
- Motivated hunter and closer with high income accounts and the ability to influence the C-suite
- Negotiation and contract management
- Skilled at Sales Optimization

#### RELEVANT KEY ACCOMPLISHMENTS

- Winning track record in selling capital equipment to hospitals. Developed 7 new accounts to generate \$8.5 million in revenue. Started with one account in TN which led to 4 new TN partnerships.
- Generated 45 new customers by increasing the value proposition through the addition of new services. Exceeded target by 25% in year one.
- Successfully negotiated existing contracts into 3 yr service agreements valued at over \$500,000 each. Converted five original agreements into long term profitable contracts.

#### TARGET POSITIONS

National Account Manager, Regional Manager, Business Development Manager, Director of Sales

#### TARGET INDUSTRY / MARKET SEGMENT

Well established company headquartered in the Midwest with a strong growth emphasis across the US. Companies include Healthcare, Medical Devices, and Technical Products or Services.

#### TARGET COMPANY LIST

<u>General/Technology</u>	<u>Hospitals</u>	<u>Medical/Devices</u>	<u>Healthcare</u>
MActac	Akron General	Boston Scientific	Cardinal Health
Baker Hughes	Lake Hospital	Beckton Dickinson	Cogent Healthcare