

RONALD JOHNSON

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REGIONAL ACCOUNTS AND TERRITORIES SALES EXPERT

Specializing in Medical Product Sales and Accounts

CAREER HIGHLIGHTS

- ❖ Top-performing sales professional with 10-year track record of outpacing annual sales goals and building exceptional client relationships. Increased revenue for current company by 60% within 12 months.
- ❖ Repeated success selling consumer medical products in hospitals, private practices, and national account markets using a consultative, solution-based selling approach.
- ❖ Expert in medical operations and business sales plus cultivating relationships with key decision makers.
- ❖ Ability to achieve customer adoption of new products in 50–75% of the client base within a 6-week time frame and produce sales from \$20,000 and up.
- ❖ Skilled at crafting customized business plans to increase product adoption, utilization, and ROI in current and new accounts.
- ❖ MBA from Jackson University in Memphis, Tennessee.

AREAS OF EXPERTISE

- ◆ Account Development, Management, and Retention
- ◆ Client Relationship Management (Salesforce.com)
- ◆ Direct Sales and Field Sales Management
- ◆ Sales Presentations
- ◆ Sales Team Collaboration
- ◆ Solutions Selling
- ◆ New Product Introduction
- ◆ Sales Cycle Management
- ◆ Strategic Planning
- ◆ Territory Management
- ◆ Budgeting and Expense Forecasting
- ◆ Customer Needs Assessment
- ◆ Client/Industry Research
- ◆ Clinical and Medical Knowledge
- ◆ Closing Strategies
- ◆ Metrics Development and Progress Tracking
- ◆ Negotiations
- ◆ ROI Calculations
- ◆ Microsoft Office Suite – Word, Excel, PowerPoint

PROFESSIONAL EXPERIENCE

Jasper & Lilly, Inc., Oakland Territory

(Oakland, Berkeley, Walnut Creek, Pleasanton, Napa, Fairfield, Vacaville)

Senior Territory Manager

1/2012 – present

Initiates and conducts sales calls to private/independent eye doctors and retail optical establishments to promote Jasper & Lilly ophthalmology products using a consultative selling approach. Continuously develops and maintains effective routing and zoning plans for assigned territory, designs and implements account-specific programs, and crafts successful business plans to expand product utilization.

HIGHLIGHTS

- ◆ Instrumental in growing product portfolio in all 10 Medlife locations, producing \$700,000 in total revenue to date, with expected year-end revenue exceeding \$800,000. Overall revenue increase of \$300,000 from the previous year.
- ◆ Strategically introduced new product to targeted clients, and within 6 weeks, reached adoption benchmarking goals and produced more than \$20,000 in new revenue.
- ◆ Ranks 10th out of 127 sales representatives in the nation for 75% customer adoption of Eye Zoom 2 product.
- ◆ Ranks in the top 20% of all sales managers in 1st, 2nd, and 3rd quarters.

Heart2Heart, Inc.

(Oakland, Walnut Creek, Concord, Pleasanton)

Clinical Sales Specialist (Cardiac and Vascular Group)

3/2010 – 10/2011

Hired to promote and sell Heart2Heart's innovative medical device technology and therapies to treat chronic heart disease. Developed physician relationships that expanded sales territory and serviced primary hospital accounts. Provided on-call support as needed for client consultations, surgeries, troubleshooting, and follow-up enrollments.

HIGHLIGHTS

- ◆ Produced \$300,000 sales increase from the previous year for specialized pacemaker product.
- ◆ Effectively trained all device nurses on complete product line and collaborated with all members of the medical team utilizing the sales product.
- ◆ Conducted annual site visits to identify, test, and upgrade product.

Eye Alert, Inc., Northern California Territory

(Oakland, Alameda, Santa Rosa, Napa, Walnut Creek, Yuba City, Chico, Redding)

Territory Manager (Eye Care Division)

5/2007 – 3/2010

Spearheaded Northern California sales territory and forged ongoing partnerships with doctors and medical staff to identify problem areas and provide product-based solutions. Promoted 5 different pharmaceutical products to ear, nose, and throat doctors.

HIGHLIGHTS

- ◆ Finished 1st trimester of 2010 ranked 5th nationally, and ranked 22nd in 2009.
- ◆ Successfully improved national territory ranking from 95th in 2007 to 24th in 2008.
- ◆ Earned the “Zeus” award for greatest positive movement within the 2008 U.S. Medical Rank Report.
- ◆ Awarded the “Best Team” honor for the highest combined territory rank in the West Region for trimester 3 in 2008.

Health Fix, Fremont Territory

(Fremont, Pleasanton, Livermore, Tracy, and San Jose)

Sales Professional (Metabolism Business Unit)

6/2005 – 5/2007

Aggressively developed sales territory to promote and sell diabetes medicines and devices to endocrinologists, family practices, internal medicine practitioners, cardiologists, nephrologists, general practices, and certified diabetes educators in medical offices, hospitals, and pharmacies. Presented in-service training seminars to nursing professionals and physician education programs on product usage and benefits. Participated in health fairs and health symposiums sponsored by area hospitals and community health centers.

HIGHLIGHTS

- ◆ Increased product volume by 50% from 2005 to 2006; finished in the top 20% nationally.
- ◆ Marketed, coordinated, and produced 21 speaker programs in 2006.
- ◆ Significantly grew new product volume in a launch year to qualify for 5 sales-incentive contests.
- ◆ Designated as product expert for product and chosen for leadership roles, including delivering presentations on selling techniques at sales conferences.

ACME Company, San Francisco Territory

(Sunnyvale, Redwood City, South San Francisco, San Francisco, and Santa Rosa)

Sales Professional (Industrial Business)

12/2003 – 6/2005

Developed and managed sales territory comprised of major manufacturers and fabricators. Managed all aspects of 60 accounts, building and expanding new as well as existing business. Delivered customer proposals that included service recommendations and strategies to maximize cost-effectiveness.

- ◆ Increased ACME abrasive sales by 15% in first 6 months.
- ◆ Planned and conducted monthly training workshops for distributor representatives on the ACME abrasive product line.

EDUCATION

Jackson University, Memphis, Tennessee

Master of Business Administration, 2002

Bachelor of Science, 2002

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