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## MR. "LOTS SALES EXPERIENCE"

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Address 2

Tel: xxx-xxx-xxxx  
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E-mail: xxx@xxxx.com

### BUSINESS/ SALES EXPERIENCE

2007-Present

#### Director Sales and Marketing

Company A

- Responsible for the Canadian and US Sales & Marketing operations (2007 combined revenue of \$1.2 billion)<sup>1</sup>
- Overachieved 2007 sales forecast by +7%<sup>1</sup>
- Manage a team of 8 Sales Managers and 5 Marketers
- Directed the launch campaign of 'new product X' to the Canadian market
- Develop short-term and long-term strategic and financial plans for all brands
- Oversee the implementation of marketing programs and collaterals
- Implemented a CRM system which led to a +12% increase in sales call productivity within 6 months<sup>2</sup>
- Support business development initiatives with emphasis on Sales Force Effectiveness

Hiring managers want to know what kind of revenues you are experienced in managing and whether you achieved your forecasts and other project objectives.

If you want to support your claims with actual numbers, then you might want to include data that has already been made public (ie. company statements, market research reports) which apply to your role. This way you are avoiding legal issues and potential competition issues.

Make sure the numbers are accurate as public data can be verified.

2006-2007

#### Regional Sales Manager

Company B

- Managed a sales team of twelve representatives
- Achieved 113% of sales objectives (vs. national average of 98%)<sup>3</sup>
- Ranked number one nationally for team's achievement of competitor switches
- Worked with Marketing to develop and present plan-of-action (POA) for Product X at national sales meeting
- Achieved the highest team call average nationally
- Worked closely with sales managers of co-promotion partner and facilitated co-promotion team member building at the sales representative level

If you're trying to get into Marketing, get involved in a Marketing project BEFORE a Marketing role opens up. This could provide you with the experience needed to give you a competitive edge over the other Sales professionals applying for the same job.

It demonstrates that you are truly keen in getting into Marketing.

Plus it gives you a reference of somebody who can vouch for the Marketing skills that you acquired while working on the project.

2001-2006

#### Sales Representative

Company C

- Received 2003 District Representative of the Year Award
- Received 2002 National Representative of the Year Award
- Received 2002 District Representative of the Year Award
- Phase II trainer specializing in territory management
- Assembled Siebel Manual for the Sales force across Canada
- Contributed to the development of the Mentorship Program to train new representatives

Always highlight awards that you received. This is a resume. It is a requirement to brag about your achievements.

1999-2001

#### Dental Sales Representative

Company D

- Responsible for promoting instruments to dentists
- Consistently achieved sales of 110% of forecast<sup>4</sup>
- Assisted Marketing in the design and development of various marketing strategies

Pharmaceutical Sales professionals typically have a College / University degree in Business, Science, Pharmacy, or Nursing.

### EDUCATION

1996

Bachelor of Science, University of Bill Nye the Science Guy

### REFERENCES

Available upon request

References: 1. Company A public statements, 2007. 2. Market research report, 2007. 3. Company B public statements, 2006. 4. Company C public statements 2001, 2002, 2003, 2004, 2005

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