**NAME : X X X**

**OBJECTIVE**  
  
To secure a Medical Device Sales position where my sales and nursing  
experience will be effective for developing relationships with  
physicians and increasing sales throughout the territory.  
  
**QUALIFICATIONS FOR MEDICAL DEVICE SALES**  
  
Healthcare professional with a strong record of medical industry  
insight gained through nursing experience, continuing educational  
efforts, and a B.S. in Nursing (graduated with a 3.6/4.0 GPA).   
Established a proven record of sales and marketing experience while  
growing a Legal Nurse Consulting firm and generating a 175% increase  
in sales from 2004 to 2005. Will use nursing background to: (1)  
provide critical support and instruction regarding proper surgical  
technique, product knowledge, and new/improved instrumentation; and  
(2) drive territory revenue and market share growth.   
  
**Experience:**  
CERTIFIED LEGAL NURSE CONSULTANT 2003 - Present  
Case Builders Medical Legal Consulting, Branford, CT  
  
\* Continue to secure new attorney accounts and generate revenue  
growth for this legal nurse consulting firm through networking,  
research, cold-calling, relationship-building, presentation, and  
closing skills.  
  
\* Perform research to identify a target list of medical malpractice  
attorneys.  
  
\* Implement aggressive cold-calling efforts to build relationships  
with the office "gatekeepers" and secure appointments with attorneys.  
  
\* Work with marketing professionals to develop materials that  
promote the business.  
  
\* Lead presentations to attorneys to sell them on medical-legal  
consulting services by overcoming their objections and highlighting  
the value added benefits of the services.  
  
\* Grew the business to seven loyal attorney accounts and increased  
sales by 175% from 2004 to 2005.  
  
\* Generate new leads by representing the company to attorneys at  
annual trial lawyer association meetings.  
  
\* Investigate medical-related or malpractice cases and write a  
variety of case evaluation reports.  
  
\* Recommend potential defendants, consult with health care  
providers, and locate expert witnesses.  
  
  
REGISTERED NURSE LABOR / DELIVERY / RECOVERY 1995 - Present  
  
Tufts New England Medical Center, Boston MA; Cooperative /  
Registered Nurse  
  
Yale New Haven Hospital, New Haven, CT; Clinical Nurse II /  
Registered Nurse   
  
Milford Hospital, Milford, CT; PRN / Registered Nurse   
  
\* Work as an integral health care team member in providing total  
quality care in the areas of labor & delivery, postpartum, triage,  
and obstetrical and gynecological surgery.  
  
\* Rotate through the OB surgery, post anesthesia recovery room, and  
newborn nursery departments.  
  
\* Maintain quality standards by preparing patients for surgery in  
the obstetrical OR, preparing the surgical site, and ensuring that  
all equipment, supplies and surgical instrumentation are present for  
the case.  
  
\* Scrub in on various obstetrical/gynecological procedures and  
serve as the first assist.  
  
\* Assess patients, perform treatments/procedures as prescribed by  
physicians, and administer medications.  
  
\* Educate patients and family members on pre/post-op treatment,  
changes in administration of medications, and patient home care for  
discharge planning.  
  
\* Maintain open lines of communication with physicians and other  
health care professionals regarding patient care, status, and  
progress.  
S\* Continuously gain knowledge, additional education, and experience  
regarding the side effects and contraindications of medications as  
well as their effects on the disease process.  
  
  
OFFICE TRIAGE / SPECIAL PROCEDURE NURSE 2002 - 2004  
  
Gynecology & Infertility PC, New Haven, CT  
  
\* Worked in a large women's health practice providing triage  
assistance to patients both in person and over the phone and  
assisting physicians with obstetrical and gynecological procedures.  
  
\* Interacted regularly with a wide range of medical product  
manufacturers and distributors to order medical supplies and  
equipment.  
  
\* Met with pharmaceutical sales representatives and scheduled  
educational "lunch and learn" programs for the physicians and staff.  
  
\* Attended pharmaceutical company educational programs and observed  
the sales presentation techniques of representatives from several  
different companies.  
  
\* Scheduled patient surgeries with the hospital (arranged pre-op  
EKG, lab work, medical clearance); ordered patient diagnostic studies  
(bone density, ultrasound, mammogram, MRI); and performed fetal  
nonstress tests and urodynamic studies.   
  
**Education:**  
NORTHEASTERN UNIVERSITY, Boston, MA  
Bachelor of Science in Nursing (GPA: 3.6/4.0)  
Sigma Theta Tau Nursing Honor Society;   
Worked full-time to finance education  
  
SOUTHERN CONNECTICUT STATE UNIVERSITY, New Haven, CT  
Bachelor of Science in Public Health (GPA: 3.6/4.0)  
Honors College Graduate; Undergraduate Thesis  
  
UNITED STATES MILITARY ACADEMY, West Point, NY  
Engineering and Military Studies   
  
**Skills:**  
Strengths that are transferable to medical sales include:  
  
\* Generating leads and referrals, overcoming objections, and  
closing sales.  
  
\* Interacting with different physician specialties and personality  
types.  
  
\* Working with a broad range of medical equipment, implants, and  
supplies.  
  
\* Understanding of sterile techniques along with experience  
scrubbing in on surgical procedures.  
  
\* Teaching, training, and providing education on procedures,  
medications, and equipment.   
  
**Additional Information:**  
JOANNE TOLAND RN, BSN  
183 Maple Street \* Branford, CT 06405  
(203) 481-4996 \* mail@casebuildersconsulting.com  
  
  
Dear Hiring Manager:  
  
At this point in my career, I am interested in making a planned  
career transition into the medical device sales industry by using my  
experience as a Registered Nurse as well as my sales and marketing  
accomplishments with a start-up Legal Nurse Consulting firm.   
Enclosed is a resume for your review that provides a more detailed  
overview of my professional background, skills, and education.  
  
Some of the strengths that demonstrate my qualifications for a  
medical device sales position include:  
  
\* Experience generating leads and referrals, overcoming objections,  
and closing sales.  
  
\* Ability and comfort level interacting with different physician  
specialties and personality types.  
  
\* Experience working with a broad range of medical equipment,  
implants, and supplies.  
  
\* Understanding of sterile techniques along with experience  
scrubbing in on surgical procedures.  
  
\* Enjoy teaching, training, and providing education on procedures,  
medications, and equipment.  
  
In addition, I am committed to: (1) learning the applications of  
your company's products; (2) providing critical support and  
instruction regarding proper surgical technique, product knowledge,  
and new/improved instrumentation; and (3) exceeding sales and market  
share growth goals. I would appreciate the opportunity to meet with  
you for an interview to communicate my enthusiasm, willingness to  
learn, and skills that will make me successful in medical sales.   
Please contact me at your convenience to schedule a time to meet.  
  
Thank you for your time and consideration. I look forward to  
hearing from you soon.  
  
Sincerely,  
  
  
Joanne Toland RN, BSN