

*The MedReps.com  
Resume Kit:*

**RESUME SECRETS  
FROM INDUSTRY EXPERTS**

## *It's Time to Work on Your Resume...*

When you're looking for a job, your future depends on the strength of a single document. After all, to hiring managers and recruiters, you **are** your resume. And if your resume doesn't immediately impress them, it will be deleted. No questions asked.

You know the importance of the resume, and yet you continue to apply to jobs with a resume you know could be better. Or maybe you don't. Maybe you are the job seeker who keeps putting off the job application until you've perfected your resume. The trouble is you just don't know how.

There's no shortage of resume advice on the web, but it tends to be vague and difficult to apply. Most of the advice attempts to address all job seekers, but a medical sales job seeker's resume should be very different from the resume of a developer, engineer, or business analyst. This is why MedReps.com interviewed a panel of industry experts including four agency recruiters and three in-house recruiters from Johnson & Johnson, Stryker, and ConMed. We've compiled their advice into this Resume Kit containing everything you need to know to create a knock-out resume.

So take a deep breath and let your resume anxiety slip away. By downloading the MedReps.com Resume Kit, you're already on your way to resume greatness.



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***MedReps.com sincerely thanks the recruiters who shared their expertise in the creation of this Resume Kit.***

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## I. *Brand Yourself With an Elevator Pitch*

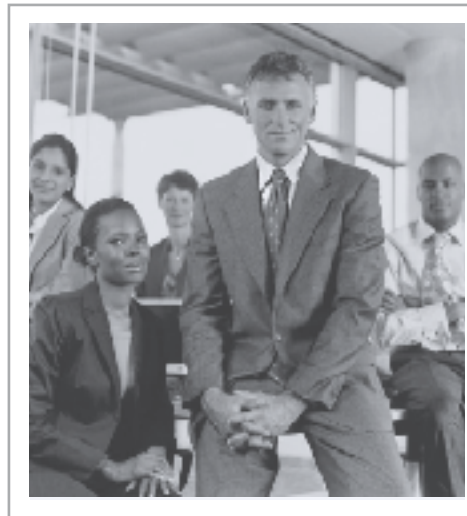
"Tell me about yourself."

"What do you do for a living?"

"What kind of job are you looking for?"

Whether asked by an interviewer, someone at a professional networking event, or an acquaintance from your local alumni chapter, every job seeker should be prepared to briefly summarize their professional experience, core skills, and career goals in a concise statement. This summary, or

"elevator pitch," can be daunting if it's not something you've spent any time thinking about, but if you've prepared your statement and rehearsed your delivery, your elevator pitch will make an impression and hopefully move your job search forward.



But why begin a Resume Kit with a lesson on creating an elevator pitch? Crafting a concise statement that clearly conveys your strengths and goals forces you to think about what those strengths and goals are. If you begin your resume without knowing exactly

what you want, your resume will lack focus. Once you've come up with an effective elevator pitch, the resume will naturally expound upon it.

*"Every job seeker should be prepared to briefly summarize their professional experience, core skills, and career goals in a concise statement."*

The elevator pitch should contain the information you most want your conversation partner to know about you. Depending on the setting (a job interview vs. a holiday party) you may want to add a few personal details and tone down the self promotion. However, even in a social setting, you'll want to convey your core skills and job targets so that your new acquaintance will keep you in mind as they hear of suitable job opportunities.

Medical sales recruiter Tom Jayroe, Founder and Manager of Management Recruiters of Atlanta Peachtree North, advises medical sales professionals to create a pitch containing the following:

- **Industry Niche and Years**

*I spent 3 years selling medical disposables, and have been selling devices for 2.*

- **Disease Expertise**

*I currently sell an injectable used by urologists in the treatment of urinary incontinence.*

- **Travel Experience**

*I manage multiple states and spend 70% of my time on the road.*

- **Call Points**

*I primarily call on surgery centers but have hospital experience as well.*

- **Key successes, awards, achievements**

*I was a 2011 President's Club recipient achieving 122% of sales target.*

Your elevator pitch should provide enough information to convince someone to keep talking to you – even after you get off the elevator.

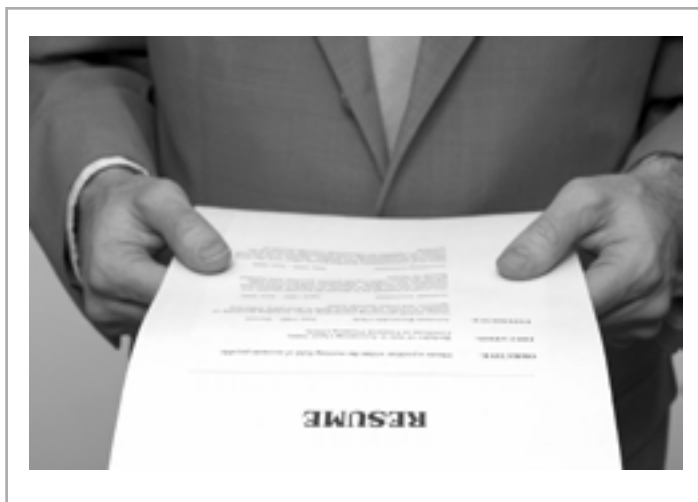
## II. Looks Matter: The Importance of Format

*"A great looking resume will never get you a job, but an average looking resume can knock you out of an interview."*

These wise words come straight from veteran medical sales recruiter Jimmy Taylor, founder of Atlanta based recruiting firm JT & Associates. Taylor is referring to the fact that a poorly formatted resume can keep an otherwise great candidate from getting a call. He goes onto explain that bad resumes fall into one of three categories: good experience/bad format, insufficient experience/good format, and insufficient experience/bad format. Insufficient experience is near impossible to overcome – if you don't have the right experience, you're never going to get the call – so most of his advice focuses on format. The resume should obviously look nice and have bullets that make it easy to read, he says, but stay away from borders and other "fancy stuff" that can impede the import process.

Taylor wasn't the only recruiter to reference the annoyance of resumes that don't import easily into a resume database. Tom Jayroe specifically mentions resume templates in which the contact information is contained in a header. "The header is often stripped out when the resume enters our database," he says. He goes onto explain the frustration that occurs when a recruiter does a search of the database and finds one that is a great fit, only to see that the name and contact information isn't there. He suggests keeping your name and contact details in one section in the body of the resume.

Several recruiters mentioned pdf resumes as the source of import problems. For whatever reason, many candidates save and send their resumes in a pdf format. Whether they simply want to preserve the



layout or are concerned about someone making unwanted changes, candidates often choose this option ignorant to the problems that it creates for the very people they are hoping to impress. The pdf is not searchable within a resume database, so it must be converted into a Word document before it can be imported. This requires an extra step (i.e. more time) for the recruiter, and the conversion rarely creates a clean visual document – a problem if the recruiter wants to forward the resume to a prospective employer.

### ***Resume Format Do's***

- *Save as a Word document*
- *Use a well-organized format*
- *Avoid resume templates*
- *Break up text with bullet points*
- *Leave plenty of white space*
- *Proofread for spelling errors*

Our panel of experts generally agreed on the format of a resume. It should be clearly organized in a way that makes it easy to follow the course of the applicant's career. A reverse chronological resume is a must, and every recruiter specifically mentioned using bullets to make the resume easier to read. "The resume should be visually appealing," says Sarah Munoz, Research Coordinator at SMR Group Ltd. "We're a visual society so yes, the way a resume looks is important."

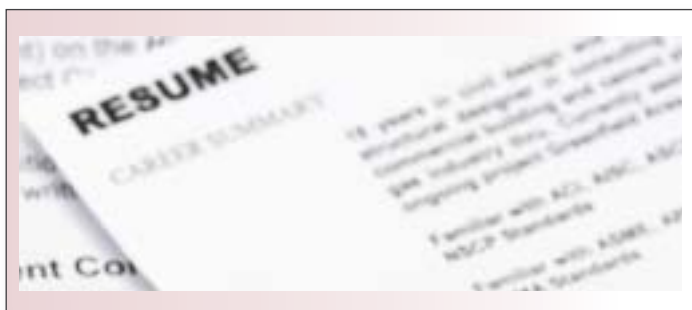
In addition to looks, grammar and spelling also matter. Multiple recruiters mentioned misspelling as one of the biggest mistakes a candidate can make. Ashley Inglis, University Recruiter at Stryker, says it's a personal pet peeve for her. "I try not to let spelling errors taint my opinion because anyone can make a mistake," she says, "But it's hard for me to overlook."

Recruiter Karen Gillespie, Owner and Vice President at R.M. Gillespie & Associates, would agree. "If a candidate can't put a decent resume together," she says, "That's a sign they're not a good candidate."



# III. The Objective Debate

For years, experts have advised starting your resume with a brief objective stating the type of position you're seeking, but in recent years, opinions have shifted somewhat. An objective typically spells out what the candidate wants, but what the recruiter or hiring manager wants to



know is how that candidate can help them achieve what the *company* wants. As a result, the objective sometimes evolves into a headline or summary statement that quickly draws attention to what makes the candidate a good fit for the job. Like an elevator pitch, the objective or summary should include the core skills and relevant experience that make the candidate stand out.

Recruiter Tom Jayroe prefers a summary statement over an objective. While he admits that he doesn't pay much attention to either, he explains that a very specific objective will eliminate you from consideration for other types of jobs. For example, if you apply to a

### About Objectives

- *An objective or summary statement is customary, but not all recruiters find it useful.*
- *Keep it clear, concise and relevant.*
- *Adjust your objective depending on where you are submitting your resume.*

device sales job and submit a resume with an objective that states you are seeking a job in device, you will definitely not be considered for a job in disposables that you might otherwise be qualified for. Even if you diligently change the objective for every job you apply to, if a recruiter receives your resume with a pharma objective and loads it into their database, that recruiter is unlikely to consider you for a job in device.

On the other hand, ConMed Recruiter Lisa McCallister appreciates a concise objective. "It saves everybody time if they clearly state what they are pursuing," she explains. "I immediately know if I have anything they'd be interested in."

This difference of opinions may stem from the fact that McCallister recruits exclusively for sales and marketing positions within the company she works for, ConMed Corporation. If a candidate is interested in selling or marketing something outside of her company's product line, she can immediately

dismiss them, unlike an agency recruiter who may present a candidate to multiple types of companies if the candidate's objective is broad enough. The lesson perhaps is to tweak your objective depending on where you are sending your resume. When sending to a recruiting agency, keep it fairly broad. When submitting it directly to a hiring company, a targeted objective may be better – so long as it is targeted at that company's needs.

However you choose to open, be careful not to use too many adjectives. Sara Munoz says most objectives and summaries are just "fluff." "Words like 'results-driven' and 'goal-oriented' mean nothing to me," she says. "Really anything you say about yourself is fluff. That's why the numbers are so important."

*"Words like 'results-driven' and 'goal-oriented' mean nothing to me," says Sarah Munoz. "Really anything you say about yourself is 'fluff.' That's why the numbers are so important."*

On the next page, you will find samples of a few different ways to open your resume. Keep in mind, however, that the use of an objective, job target, or summary statement is highly subjective. Some recruiters like to see a simple job title as your objective, others want to see something like an elevator pitch. Regardless of their personal preference, they are unlikely to be offended as long as whatever you choose to open with is clear, concise, and relevant.

**OBJECTIVE:**

To obtain a healthcare sales/consulting career with a growing organization that encourages professional growth and development.

**CAREER OBJECTIVE**

Experienced sales professional seeking to align myself with a stable pharmaceutical company where I can continue my record of sales success.

**OBJECTIVE:**

Obtain a challenging sales position where utilizing proven sales and organizational skills while enhancing those skills in a mutually rewarding environment.

**Job Target:**

Successful B2B sales professional seeking entry-level sales position within the medical device industry.

**SUMMARY:** 8 year industry veteran consistently ranked top 5% seeking sales position with biotech company.

## IV. Resume Must Haves: Rankings, Quotas, Context

- 98% of quota in Q3 2011
- 102% quota in Q2 2011
- 92% of quota in Q1 2011
- 105% of quota in 2010, Top 5% out of 300 reps
- Presidents Club, 2010
- 99% of quota in 2009, Top 10% of 280 reps
- 102% of quota in 2008, Top 5% of 275 reps
- Presidents Club, 2008
- Rookie of the Year 2008, Regional

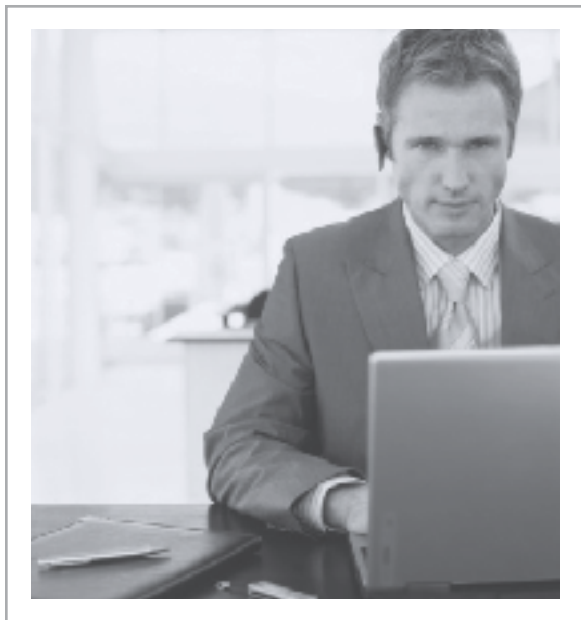
As you move to the body of your resume, it's important to focus on your quantifiable achievements while providing enough context to show the significance of your accomplishments. Impressive numbers are critical, but it's just as important that a recruiter or hiring manager understand the environment in which you achieved them. Start with your current or most recent job title and list the company, division, and the dates you held that title. **If it's not clear what the company does, provide a brief synopsis before stating what you sold, who you sold it to, and where you sold it.**

Following this brief summary (no more than 3 or 4 lines of text), use bullets to list the achievements and awards you received in this role. **Include the percentage of sales quota that you achieved for each year, going back at least 3 years. Provide your year-end ranking (and the number of reps you were ranked against) for the past 3 years as well.** To provide an even more complete picture of your success, Sarah Munoz recommends you provide the percentage of sales quota achieved for each completed quarter of the current year. She maintains that it's better to show slight ups and downs in your numbers, rather than just highlight the one year or quarter that you did extremely well. "That just leaves me wondering why you're not talking about the current year."

When asked what makes a resume stand out, every recruiter on our panel mentioned impressive numbers, specifically percentage of sales quotas and rankings. Steven Reed, Senior Sourcing Specialist at Johnson & Johnson also likes to see activity levels (i.e. number of cold calls per week, targeted meetings each week).

*It's better to show slight ups and downs in your numbers, rather than just highlight the one year or quarter that you did extremely well.*

"It's a red flag if I see a resume without numbers," says ConMed Recruiter Lisa McCallister. Her assumption of course is that if you're not listing your ranking, it's because it isn't impressive. Awards are also important, McCallister says, but again, context is crucial. If you were named Rookie of the Year in 2008, be sure to say if this was an award for your office, your district or region, or nationwide. Likewise, if you won the Circle of Excellence three years in a row, indicate the criteria for winning this award. Was it given to everyone who achieved 100% of their sales quota, or only to the top 5% of the sales force? If the answer casts you in a more favorable light, be sure to highlight it. Don't assume the person reading your resume will immediately understand the significance.



In some cases however, the significance of a particular award may not resonate with your audience so it may be best to leave it off. Tom Jayroe offers the example of a pharma rep given an award for having the most dinners with customers. This may be a noteworthy achievement in that niche, but if the pharma rep is applying to jobs in device, they should consider removing it from their resume.

## V. *Special Circumstances*

### New Grads

As a University Recruiter at Stryker, Ashley Inglis predominantly reviews resumes from recent graduates. In this group, no one has the years of experience often required by job postings, so what makes a resume

stand out? “I want to see how they made an impact,” she says, “I’m looking for leadership and lots of involvement on campus, someone who is busy, who has a million projects on their plate and wouldn’t have it any other way.”

In Inglis’s opinion, a new grad’s resume doesn’t necessarily need an objective, but she finds it helpful - especially if someone’s work experience doesn’t match up with their degree. When Inglis isn’t sure about a resume, she often goes to the cover letter to see if it clarifies how the candidate’s experience relates to an opening. “Plus, it’s just nice to see a writing sample,” she explains, “It gives you a sense of their professionalism that you don’t always get from a resume.” Inglis was the only recruiter on our panel of six that said she even looked at cover letters, so perhaps it’s especially important for new grads to spend time crafting a persuasive cover letter.

As for how to get her attention, Inglis says reaching out to her on LinkedIn is a great way to express interest and show a little extra effort. Of course, a LinkedIn request may get her to look at a resume, but if it’s not well organized with a clear format she is unlikely to call.

Most of all, Inglis is looking for a resume that conveys leadership. The work experience may not necessarily be relevant, but if they worked at a local restaurant while maintaining a great GPA - that says a lot. “At Stryker, we’re more interested in what you can do as opposed to what you have done, so I’m looking for a resume that shows me potential.”



## **New Grads, cont.**

A new grad can still use the format suggested for established sales professionals. Start with the most recent job title or volunteer position (Campus Newspaper Editor, Food Drive Organizer, etc.). List the company or organization and the dates you worked there or were involved with the project. Provide a short synopsis about the organization or project and your role. Then use bullet points to highlight the ways you made an impact – ideally with numbers and percentages. You want to show that you changed something or grew something; the organization or project was better for you having been a part of it. This shows recruiters like Inglis that you are also likely to have a lasting impact on their companies.

In this tough job market, breaking into a new industry is harder than ever. That being said, hiring managers and recruiters are always on the hunt for the best talent. If your resume effectively communicates your past successes, it's very possible to break into a new area.

## **Career Transitions**

B2B sales professionals should follow the format suggested for established med reps. Start with the most recent job title. List the company, division, and the dates you worked there. If it's not obvious, briefly summarize what the company does before stating what you sold, who you sold it to, and where you sold it. Follow this with bullets highlighting your percentage of sales quotas and rankings for the past 3 years. List any awards you received as well.

Pharma reps may find it harder to follow this format as their numbers are notoriously harder to track. In





## Career Transitions, Cont.

this case, it's better for the pharma rep candidate to focus on what they sold, who they sold it to, where they sold it, and what it treated. "90% of pharma resumes don't talk about what they sell," says Jimmy Taylor. This

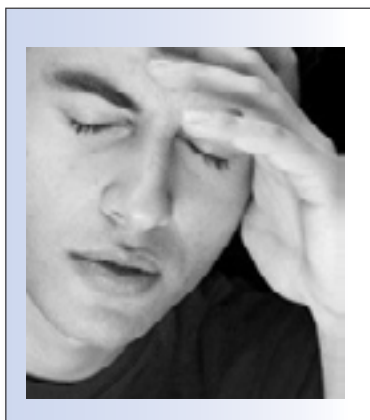
is a mistake because their contacts in the field and their knowledge of a particular disease could be attractive to a device company with a product that also treats that disease. Tom Jayroe agrees. He advises pharma reps to highlight the disease their product treats and possibly the patient segment, such as Women's Health.

We asked all six recruiters on our panel, "What's the best way to handle employment gaps?" Each one sighed heavily before answering, but their answers were very consistent. "Everybody has them, so just be honest about it."

## Employment Gaps

Sarah Munoz at SMR Group provided the most detailed advice. "Use a smaller italicized font so it's there but not jumping off the page, and just say what happened. 'Downsized in May 2006 stayed at home for 2 years to raise children,' or 'Left company due to family illness,' or you can just say 'downsized.' That tells me you spent the rest of the time figuring out what you were going to do."

Several recruiters said they like to see the reason a candidate left a company, especially if it precedes an employment gap. Ashley Inglis recommends including what it was you did during that time. Did you volunteer, take classes, or consult on a project? You want to show that you stayed busy and continued to better yourself.

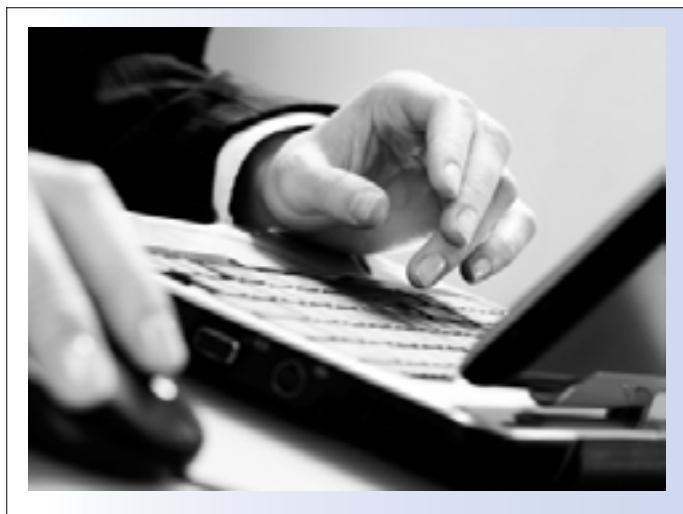


Our panel was unanimous in their disdain for candidates who leave out the months of employment in an effort to hide employment gaps. "it's misleading," Munoz says. "When you leave out the dates of employment you are taking credibility away from yourself."

"Just be open and honest," says Lisa McCallister. "One job gap is not a big deal. If there is a pattern, that's more of a concern."



## VI. The Importance of Keywords



By now you've heard about the importance of placing keywords in your resume. Much like search engine optimization – a technique used to make a website rank higher on the results page of a search engine like Google or Yahoo – your resume must be optimized in order to rank highly in an electronic search of a resume database. Part of that process involves using keywords – having the right

keywords and phrases on a webpage will cause it to rank highly in a Google search for those terms. Likewise, using the right keywords on your medical sales resume will increase your chances of landing at the top of the results page when a medical sales recruiter or employer performs an electronic search of a resume database.

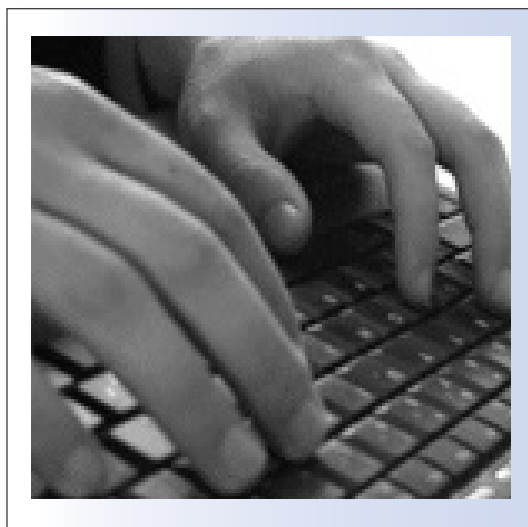
But how do you know which keywords to use? The answer lies in the job posting.

Customize your resume for a specific job opening by including keywords and phrases from the job description. For example, if the posting asks for “medical device sales” experience and lists “surgery centers” as the primary point of call, try to incorporate those phrases into your resume. Doing this will assist the electronic software in matching your resume with the job. Of course not every recruiter or hiring company will use matching software, but aligning your resume to the job description is a good idea regardless.

*Using the right keywords on your medical sales resume will increase your chances of landing at the top of the results page when a recruiter or hiring manager performs an electronic search of a resume database.*

Pick out the prevalent keywords and phrases and incorporate them into your resume, but don't overdo it. The keywords should seem natural. No one likes to read keyword-packed web content that is blatantly designed for search engines, and no one wants to read a resume crammed with keywords either.

Of course, you can only use keywords from the job description when you are submitting your resume for a specific position. When uploading to a job board's resume database, use a resume that contains keywords specific to your ideal job.



## VII. *A Note About Cover Letters*

Of the six recruiters on our panel, only one said she read cover letters with any regularity. Several confessed that they never read them, and one said he hadn't read a cover letter in 10 years! Don't take this to mean you should simply attach your resume to a blank email and hit send, but unless directed otherwise, it's probably safe to stop sending a formal cover letter as an attachment with your resume. Recruiters are much more likely to read a few concise sentences in the body of an email than to take the time to open an attached cover letter before reviewing the resume.

Tom Jayroe said he is unlikely to open an attachment called "Cover Letter" but if the candidate sent a stat sheet or employment matrix (and the document was titled to indicate what it was) he'd be more inclined to take a look.

Spend some time writing a brief, compelling introduction highlighting the ways you fit the opening and type it directly into the body of the email. You'll also want to spend a few minutes thinking about the subject line. Make it easy for the recruiter and put the job title and location in the subject, but you may also want to add something else to make it stand out: "Top ranked device rep seeking Territory Manager position in Dallas" or "Chicago Rep Ranked 1 out of 83 – Cardiovascular Experience." Sarah Munoz says something as simple as using all caps in the subject line might be enough to catch her eye.

Subject: Top 5% Sales Rep Seeking Device Position in Chicago

Dear Tom,

I'm writing to express my interest in the Chicago-area Sales Rep position listed on MedReps.com. I have a documented history of success selling medical disposables, but after three years, I am eager to take on a more challenging role selling medical devices. I have been consistently ranked in the top 5% of ABC Company's sales force (comprised of 300+ reps) and I'm certain I will continue this record of success as a medical device sales rep. Please review my attached resume for further insight into my qualifications. I appreciate your time and look forward to hearing from you.

Sincerely,

Bob Sample

***Appendix A:***  
***50 Tips for a Strong Resume***

## **50 Tips for a Strong Resume**

### **Format**

1. Use a simple, consistent format with a legible font.
2. Send as a Word document – not a pdf.
3. Name the document using your first and last name.
4. Include your last name and page number on subsequent pages.
5. List employment in a reverse chronological order.
6. List the month and year of employment with each company.
7. Eliminate large blocks of text.
8. Use the space you need. A resume does not have to be 1 page.
9. Remove blank pages from the end of your resume.

### **Contact Information**

10. Use an email address that looks professional.
11. Make sure you have a voicemail set up for the given phone number.
12. If your hometown is not a well-known city, include the nearest metro area in parentheses.
13. Include your LinkedIn profile.

### **Content**

14. Start your resume with a concise objective or summary that highlights your goals and experience.
15. Avoid overused, generic adjectives like “goal-oriented,” “results-driven,” “innovative,” “dynamic,” and “dedicated.”
16. List the company, division, and job title for each former employer.
17. Include what you sold, who you sold it to, and where you sold it.
18. Numbers, numbers, numbers!
19. Find places on your resume to insert keywords from the job description.
20. Use bullet points to highlight accomplishments within each position.
21. Quantify achievements when possible.
22. Cite end of year rankings for 3 most recent years of employment.
23. Cite percentage of quota met for 3 most recent years of employment.
24. Cite quarterly rankings for the current year.
25. When listing a ranking, include out of how many reps.
26. List awards and certificates – President's Club, Circle of Excellence, Rookie of the Year, etc.
27. When listing awards, include the group from which you were selected (region, district, national, etc.)
28. Describe activity level – number of cold calls, targeted meetings, etc.
29. Explain gaps in employment.

## 50 Tips for a Strong Resume, cont.

30. *Include irrelevant jobs but do not list more than company, job title, and dates of employment.*
31. *Don't use the word "currently." The recruiter doesn't know when you wrote the resume.*
32. *Use action verbs.*
33. *Own projects using words like "conceived," "developed," "led," etc.*
34. *Don't over explain.*
35. *Tell the truth.*
36. *Don't mention your references. You will provide them when asked.*
37. *Be specific without overwhelming the reader with data.*
38. *Communicate clearly; use words you would use in conversation.*
39. *Don't include a photo (even if you're really good looking!).*

### **Distribution**

40. *Unless specified otherwise, submit your resume by email as a Word attachment.*
41. *Reference the job title and location in the subject line of the email.*
42. *When uploading to a resume database, make sure it is compatible with the format of your document.*
43. *When copying and pasting your resume into a web application, copy a text version to avoid formatting problems.*
44. *Introduce your resume with a few sentences in the body of the email. A traditional cover letter is generally not required, but if you choose to submit one, paste it in the body of the email.*
45. *Find a way to make the subject line of the email stand out.*

### **Quotes**

46. *"Resumes are like wheels, if you want to go places anytime soon it is a great help to have more than just one." Darrell DiZoglio, Former Hiring Manager and Certified Professional High-Performance Resume Writer*
47. *"Résumé is French for summary; it does not mean "life story." Less is more; keep it brief and memorable." Rich Grant, Career Advisor at Thomas College Career Services*
48. *"If it's not on your resume, it doesn't exist!" Joey Price, MS PHR, Author of Never Miss the Mark*
49. *"The resume is like a skirt; it needs to be long enough to cover the subject but short enough to be interesting." HR Manager, via Rich Grant*
50. *"A great looking resume will never get you a job, but an average looking resume can knock you out of an interview." Jimmy Taylor, Medical Sales Recruiter*

***Appendix B:  
50 Action Verbs for  
Your Resume***

## **50 Action Verbs for Your Resume**

- |                        |                         |
|------------------------|-------------------------|
| 1. <i>Acquired</i>     | 26. <i>Improved</i>     |
| 2. <i>Achieved</i>     | 27. <i>Increased</i>    |
| 3. <i>Analyzed</i>     | 28. <i>Influenced</i>   |
| 4. <i>Applied</i>      | 29. <i>Initiated</i>    |
| 5. <i>Attained</i>     | 30. <i>Institute</i>    |
| 6. <i>Awarded</i>      | 31. <i>Launched</i>     |
| 7. <i>Built</i>        | 32. <i>Led</i>          |
| 8. <i>Called</i>       | 33. <i>Managed</i>      |
| 9. <i>Closed</i>       | 34. <i>Multiplied</i>   |
| 10. <i>Conducted</i>   | 35. <i>Obtained</i>     |
| 11. <i>Created</i>     | 36. <i>Organized</i>    |
| 12. <i>Delivered</i>   | 37. <i>Persuaded</i>    |
| 13. <i>Deployed</i>    | 38. <i>Planned</i>      |
| 14. <i>Developed</i>   | 39. <i>Presented</i>    |
| 15. <i>Directed</i>    | 40. <i>Produced</i>     |
| 16. <i>Drove</i>       | 41. <i>Secured</i>      |
| 17. <i>Earned</i>      | 42. <i>Sold</i>         |
| 18. <i>Ensured</i>     | 43. <i>Solved</i>       |
| 19. <i>Established</i> | 44. <i>Sourced</i>      |
| 20. <i>Exceeded</i>    | 45. <i>Spearheaded</i>  |
| 21. <i>Expanded</i>    | 46. <i>Supervised</i>   |
| 22. <i>Fostered</i>    | 47. <i>Supported</i>    |
| 23. <i>Gained</i>      | 48. <i>Trained</i>      |
| 24. <i>Generated</i>   | 49. <i>Transitioned</i> |
| 25. <i>Implemented</i> | 50. <i>Won</i>          |



## ***Appendix C: SAMPLES***

JOHN ANDERSON  
612 Sample St.  
Alpharetta, GA. 30022  
678-555-9389  
sample@nettel.com

**RECRUITER  
APPROVED**

Objective                      Sales / Territory Manager position.

Education                      Bachelor of Arts, in Public Relations, 1994.  
UNIVERSITY OF GEORGIA, Athens, Georgia.  
Minor: Marketing  
Financed 100% of college education.

#### PROFESSIONAL EXPERIENCE

October 2008  
to Present                      **Business Development Manager**  
MAJOR UROLOGY COMPANY, San Diego, CA.  
Responsible for the sales of Targis and Prostan systems to Urologists for the treatment of benign prostatic hyperplasia.

- Established targets, arranged evaluations, and completed procedures within the first two months.
- Created partnerships with mobile providers to drive new business opportunities.
- Worked with physicians and their staff to streamline the procedure and create favorable reimbursement.

December 2005  
to September 2008                      **Territory Manager**  
NATIONAL MEDICAL TECHNOLOGIES, INC., Raleigh, NC.  
Start-up medical manufacturer founded to develop and market innovative, curative therapies, primarily for the treatment of urinary incontinence. Launched Durasphere, a proprietary injectable bulking agent consisting of pyrolytic carbon-coated beads as a more permanent and biocompatible alternative. Responsibilities include the education and training of Urologists and UroGynecologists in the proper techniques for treatment. Company undercapitalized and sold product rights.

- 136% to Quota 2007.
- Finished #1 in 2007.
- Sales Trainer.
- 105% to Quota 2006.
- Top 5% of sales force.
- Developed and created marketing plans to gain physician interest.
- Assisted in the development of future applications of Duraspet for a wide range of specialties.

October 2003  
to November 2005                      **Sales Representative / Breast Care Specialist**  
MAJOR ENDOSCOPY SURGERY COMPANY, Montclair, New Jersey.  
Multi-million dollar manufacturer of the Mantonex Breast Biopsy System.  
Responsibilities include the sales, training and continuing education of General Surgeons and Interventional Radiologists to embrace new breast biopsy technology.

- Completed technical breast biopsy training at the Institute for Laparoscopic Surgery in Boston
- Top 5% of training class.
- 200% over prior year sales
- Top 10% of sales force

John Anderson pg. 2

June 1999  
to September 2003

**Territory Manager**

MAJOR VASCULAR SYSTEMS DIVISION, Chicago, Illinois.

Responsible for sales of vascular grafts, cardiovascular fabrics, oxygenators, tube packs, centrifugal pumps and consoles to Cardiovascular and Vascular Surgeons and Perfusionists. Acquired cardiac assist division of Saint Jude Medical in January 1996. Additional responsibilities for sales of intra aortic balloon catheters and intra aortic balloon pumps to Cardiovascular Surgeons, Cardiologists, and Cardiac Cath Lab Directors.

- President's Club. Highest company award for sales performance.
- Ranked #2 nationally 2000.
- Top 5% of sales force of 50.
- 100% Club
- Won numerous sales promotion contests.

August 1995  
to May 1999

**Sales Representative**

DEXINZ, INC., Fort Worth, Texas.

Eight million dollar manufacturer of surgical infection control products and laparoscopic surgical instrumentation. Developed territory from 850K to 2.5 million in less than two years.

- Salesman of the year in 1996.
- Ring of Excellence Club. Highest company award for sales performance.
- Developed direct sales territory \$0 base to over 1 million in 1998 (laparoscopic products).
- Consistently in top 10% of sales force.
- Completed technical laparoscopic training at the Advanced Laparoscopic Training Center, Marietta, GA (Saye & Reddick).
- Won numerous product promotion sales contests

September 1993  
to July 1995

**National Accounts Coordinator**

MAJOR STATIONERS SUPPLY COMPANY, Atlanta, Georgia.

Contacted existing and new accounts on a regular basis within assigned region to sell and promote company products, programs and services. Submitted regular and timely reports regarding account status, competitive activities and other matters as requested by management.

John Smith  
2261 Sample St. Louisville, Kentucky 40279  
Home 502-555-1234 Cell 502-555-5678  
Email: sample@msm.com

**RECRUITER  
APPROVED****CAREER OBJECTIVE**

Enthusiastic, hardworking sales professional seeking to obtain a challenging sales position with a successful company which will provide professional career growth and utilize my skills.

**EMPLOYMENT HISTORY**

December 2008 to Present - Pitney Bowes Corporation, Louisville, Kentucky

Duties: Responsible for all accounts within territory in Bardstown, Shepherdsville, Mount Washington, Cox's Creek and four zip codes in Louisville. Independent sales representative for all sales calls and follow-ups with purchase of products and services. Approach existing and non-existing customers to increase market share and move customers into digitally compliant products and services. Salary is base of \$54,000, plus commissions, care and other exp.

**Accomplishments:**

- 2008: Completed training seminar in Detroit, Michigan and Aberdeen Woods, Georgia
- 2009: Achieved Certified Postal Consultant (Course) in short period of time
- 2010: 64% sales quota of \$248,000 goal/volume through second quarter of year

May 2001 to November 2008 - Consolidated Printing Services, Inc., Louisville, Kentucky

Duties: Responsible for select accounts throughout Kentucky, Tennessee and Ohio territories. Exclusive and independent sales representative for all sales calls and follow-ups with purchase of products and services. Organized and presented proposals to prospects, key decision-makers including directors of marketing and agents involved in purchasing. Territorial duties include efficient time and territory management to yield the highest dollar volume as well as eliciting weekly reports to area sales manager.  
Salary is base of \$56,000, plus commissions, car allowance, cell phone and other expens

**Accomplishments:**

- 2008: Increased territory growth an average of 10% over seven year period
- 2007: 112% of goal/volume of 900,000 dollars annually
- 2007: Ranked second (2nd) in annual sales out of a sales force of thirty-four (34)
- 2007: Implemented cost analysis software to track company sales and inventory
- 2007: Led company sales in fulfillment, inventory and creative services
- 2007: Received recognition from Athens and International for Advanced Achievement in industry knowledge
- 2006: 109% of goal/volume of 900,000 dollars annually
- 2006: Ranked second (2nd) in annual sales out of a sales force of twenty-nine (29)
- 2006: Opened the most new accounts in tri-state territory
- 2005: 105% of goal/volume of 700,000 dollars annually
- 2005: Ranked third (3rd) in annual sales out of sales force of thirty-three (33)
- 2005: Awarded two year 1.2 million dollar contract with National city corporation out of Cleveland, Ohio
- 2005: Received the Louie Award of Excellence for Lexmark Summer Supplemental Catalog
- 2004: 112% of goal/volume of 600,000 dollars annually
- 2004: Ranked third (3rd) in annual sales out of sales force of twenty-eight (28)
- 2004: Awarded over 1 million dollar contract with Senior Friends Association out of Nashville, Tennessee; a subsidiary of Columbia HCA

**EDUCATION**

Bachelor's Degree in Arts and Sciences, Political Science  
University of Kentucky, January 2001

**Rebecca Williams**

123 Sample St.  
Louisville, KY 40362  
C: 502.555.9876  
H: 502.555.2247  
E-mail: Sample@netscape.com

**RECRUITER  
APPROVED**

**OBJECTIVE:** Obtain a challenging sales position where utilizing proven sales and organizational skills while enhancing those skills in a mutually rewarding environment.

**AWARDS/ACHIEVEMENTS**

2008 President's Club Recipient achieved 112% of sales objective  
2009 President's Club Recipient achieved 116% of sales objective  
2010 Executive Club Recipient achieved 136% of sales objective  
2011 Executive Club Recipient achieved 167% of sales objective

**EMPLOYMENT**

April 2007 – Present Account Executive, The Bellsouth Yellow Pages  
Successfully completed extensive 2-month sales training program and achieved 167% of sales objective during training. Develop and design effective yellow pages advertising programs in print and in on line for new and established businesses throughout Kentucky; Manage 800 accounts totaling \$1.5 mm in annual revenue. Consistently meet and exceed sales objectives and publishing deadlines.

Jan. 2005 – May 2007 District Sales Manager, Conseco Group Risk Management  
Marketing and sold group health, individual health and term life products for "A" rated companies. Managed and serviced a base of 500 agents in seven states. Defined and identified target markets. Conducted quarterly competition studies.

**ADDITIONAL INFORMATION**

Participant in Habitat for Humanity project  
Member Phi Mu Sorority  
Member Greater Jackson Bulldog Club  
Member Young Alumni Club for the Mississippi State Bulldogs

**EDUCATION**

Bachelor of Business Administration-Marketing  
Mississippi State University - December, 2004  
Graduate of the Dale Carnegie Sales Course - January, 2006

**REFERENCES**

Available upon request

Jack Sample  
567 Sample Ave  
City, ST 12345  
Cell: 123-555-6789  
sample@sample.net

## RECRUITER REJECTED

*Too wordy*

### CAREER PROFILE

Experienced, 20-year Medical Device Sales professional that consistently makes and exceeds sales goals for each medical company, which result in profitable sales. Entrepreneurial drive and resourcefulness as an energetic team player and leader with excellent interpersonal skills, good time management skills, excellent communication skills, high integrity, and a hunter not afraid to cold call. Detail-oriented, proficient at follow-up and follow through on sales leads, managing the entire sales cycle, and managing existing accounts.

### AREAS OF EXPERTISE

- Territory Management, Financial Quotes, Multiple call points in hospitals
- Capital Equipment, Disposables, Instruments, Diagnostics
- Call on Surgeons, Hospital Staff, C-Suite level, Purchasing Agents, Materials
- Surgery Centers
- Acute Care
- Hospitals
- Use of ROI's

*Unnecessary*

### PROFESSIONAL EXPERIENCE

Company 1 – City, ST April 2009 - Present

Medical Sales Rep / Device Capital Equipment and Disposables

- Sales of capital equipment and disposables to hospitals and surgery centers calling on Surgeons, O.R. staff, Director of Surgical Service, Materials Mgr, C-Suite level, Purchasing.
- Cover the NE region of the U.S. calling on: Orthopedic, Cardiology, Anesthesia, Cath Lab, Cardiothoracic, General, Urology, OB/GYN, Laparoscopic, Radiology, Spine, Plastic surgery, PACU, ICU, ER, Acute Care, and Long term care.
- Ranked in top 15%. *out of how many?*

*More numbers!*

Company 2 – City, ST March 2008 – Feb. 2009

Medical Sales Rep / Capital Equipment

- Sold device and disposables to treat patients for chronic pain. Called on: Physicians, Physical Therapists, Occupational Therapists, and Rehab Clinics.
- Treat patients to show therapist's results of using the device, fit patients with device, service accounts, cold call, manage accounts, in service staff on use of device.

*Successes????*

Company 3 – City, ST May 2007 – Mar. 2008

Medical Sales Rep / Software

- Software for Cardiology, Vascular, Cardiovascular dept, physician offices, and hospitals.
- Called on Physicians, Hospital C-Suite level, Radiology Dept, IT Dept, and Purchasing.
- Division was phased out.

Jack Sample

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Company 4 – City, ST March 2005 - May 2007

Medical Sales Rep / Advertising

- Sold newspaper advertising to physician offices, clinics, rehab centers, and hospitals.
- Ranked in **top 20% out of 15 reps.** *Better, but what about quotas?*

Company 5 – City, ST Sept. 2001 - Feb. 2005

Medical Sales Rep / Surgical Device Capital Equipment

- Called upon: Orthopedic, Spine, Cardiology, Cardiothoracic, Cardiovascular, Vascular, General, Urology, OB/GYN, Laparoscopic, Acute Care, Bariatric, ICU, the ER, the O.R.
- Sold surgical device and disposables to hospitals calling on: Surgeons, Director of Surgical Services, C-Suite level, Purchasing Agents, Central Sterile, and Material Managers.
- Ranked in top 15% each year out of 20 reps.

Company 6 – City, ST Feb. 1994 – Sept. 2001

Medical Sales Rep / Diagnostic Capital Equipment and Disposables

- Sold diagnostic kits, device, and capital equipment to Hospitals.
- Called on Hospital staff, Purchasing Agents, C-Suite level, Physicians, Administrators.
- Ranked in top 10% each year out of 22 reps.

Company 7 – City, ST June 1989 – Dec. 1993

Medical Sales Rep / Health Services First Responder

- Responsible for 2 states sales for Adult CPR, Infant child CPR, First Aid, Advanced First Aid courses to businesses for the employees to be first responders.
- **Increased sales revenue by 15% - 30%** each year selling health courses to businesses.

*More info like this*

## PROFESSIONAL TRAINING

- Professional Sales Training in the New Strategic Selling.
- Professional Sales Training in Spin Selling.