

John Doe

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Executive Sales Professional

PROFESSIONAL SUMMARY

Results-oriented professional with a proven record of achieving exceptional sales and business development results coupled with a strong capacity to build and maintain productive and long-lasting business relationships with C-suite and other influential industry leaders across the healthcare industry. Employs people skills and active listening abilities to establish rapport with clients, understand clients' needs, and present tailored solutions thereby enhancing credibility and driving successful sales outcomes. Adept at negotiations and closing deals, ensuring mutually beneficial agreements. Expert at assembling, leading, and motivating high-performing sales teams through meticulous selection, ongoing development, and effective coaching to maximize productivity and efficiency. Eager to leverage extensive sales expertise with a background in radiology to contribute to the continued success of the company's sales initiatives.

CORE COMPETENCIES

- Healthcare sales
- Sales operations/enablement
- Radiology
- Mergers and acquisitions
- Strategic planning
- Customer service
- Leadership skills
- Salesforce
- Negotiation skills
- Business development
- Sales strategy
- Consultative sales
- Budgeting and forecasting
- Communication skills
- C-suite relationship building
- Operations management
- Team building/leadership
- CRM Development

PROFESSIONAL EXPERIENCE

Executive Director of Client Development Gold Company, Cary, NC

02/22 – 04/23

Spearheaded and supervised sales operations with a strong focus on achieving and surpassing sales objectives. Formulated a comprehensive sales plan to successfully meet targeted sales goals. Collaborated with the marketing team to devise an effective go-to-market strategy. Nurtured and fostered relationships with potential clients and existing customers through effective communication and interpersonal skills. Led and mentored the sales team, leveraging influential management techniques to drive new business growth. Worked closely with the operations department to strategically expand the business while prioritizing client satisfaction. Analyzed customer data and past successes to create impactful marketing material focused on demonstrating the ROI and value of the services provided.

- Achieved a remarkable increase in the sales pipeline, boosting it from \$1.8m to \$5.2m in under 12 months.
- Introduced a consultative selling approach, resulting in accelerated business development prospects and revenue growth of \$3.1m in 2022 as well as \$1.05m in Q1 of 2023.
- Took the lead in restructuring the "go-to-market" strategy for all RCCS services.
- Developed and executed sales business plans and strategies, leveraging emerging trends and service-specific business analytics to drive revenue growth.

Vice President of Practice Development Blue Company, Raleigh, NC (remote)

01/17 – 02/22

Advanced to a position of increased responsibility, tasked with expanding business to include short-term acute care facilities and imaging centers across the Southeast and West regions. Oversaw the seamless implementation of client services, ensuring efficient and effective delivery. Collaborated with cross-functional teams including operations and finance to create comprehensive and realistic pro forma statements for each account thereby effectively communicating the true cost of services to clients, enhancing their understanding, and fostering trust. Actively represented the company at conferences and other events, driving new business opportunities and maintaining relationships with existing accounts.

- Reached consistent annual revenue growth of over 30% in radiology services from 2017 to 2021, except for the challenging year of 2020 due to the impact of COVID-19.
- Engaged with hospital C-suite, administrators, and key decision-makers to successfully negotiate and secure radiology clinical service agreements.
- Attained exceptional business growth, surpassing expectations by 40% and expanding revenue by \$43.1m.
- Spearheaded the successful onboarding of the first Pediatric Teleradiology business, contributing to an annual revenue of \$1.9m.

- Secured additional contracts by establishing and nurturing long-lasting and mutually beneficial relationships with C-suite executives and other key decision-makers within Integrated Delivery Networks (IDNs).

Director of Sales
Red Company, Cary, NC

11/12 – 02/22

Selected by a former sales leader at Red Company to spearhead the development of strategic accounts and cultivate valuable relationships. Successfully sold services to hospital CEOs, physicians, and business managers, consistently exceeding sales targets. Leveraged strong talent development skills to train the inside sales team, equipping them with the skills and knowledge to drive remarkable sales performance. Conducted monthly sales training sessions, incorporating real-world simulations to enhance the inside sales representatives' skills and knowledge while fostering a culture of excellence and collaboration.

- Increased revenue by \$16.2m in a highly competitive and saturated market.
- Effectively executed a transformative marketing plan to propel the company's transition from a regional provider to a national market presence.
- Grew revenue by effectively selling radiology services to short-term acute care facilities, long-term care facilities, and physician groups.
- Pioneered an internal lead-sharing program, capitalizing on existing relationships across various corporate operating units.

PREVIOUS EXPERIENCE

National Director of Sales 10/11 – 05/12
Black Company, Buffalo, NY

Vice President of Business Development 10/10 – 10/11
Cyan Company, Atlanta, GA

Regional Sales Manager, Southeast Region 05/08 – 10/10
Yellow Company, Minneapolis, MN

Regional Sales Manager, Southeast Region 04/07 – 05/08
Silver Company, New York, NY

Director of Sales/Business Development 09/01 – 04/07
Green Company, Coppell, TX

Senior Business Development Strategist/Outside Sales Representative 06/99 – 09/01
Gray Company, Irving, TX

Sr. Clinic Consultant 07/98 – 06/99
White Company, Dallas, TX

CERTIFICATIONS

ValueSelling
Strategic Selling
Salesforce.com CRM
Microsoft Dynamics CRM

EDUCATION

Bachelor of Arts (BA) in Communications
Newberry College, Newberry, SC

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