

## LEAH W.

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### CAREER PROFILE

Highly accomplished and dedicated **Pharmaceutical Sales Representative** with proven abilities in building sales and territory relationships. Recognized as a Clinical Expert who takes the initiative and creates strong sales cultures. Leads motivated sales teams to increase sales in short periods of time utilizing new and innovative resources and methods. Throughout career, supervised and trained over 25 managers and over 250 staff. *Skilled in:*

- **Product training**   ▪ **Educational presentations / demonstrations**   ▪ **Product expertise**
  - **Sales leadership / Team motivation**   ▪ **Group facilitation**   ▪ **Classroom and face-to-face teaching**
  - **Internet research**   ▪ **Competitive analysis**   ▪ **Program / Special event planning**
  - **Personnel supervision / training**   ▪ **Building territories**   ▪ **Growing sales / marketshare**
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### PROFESSIONAL WORK EXPERIENCE

**COMPANY NAME** – City, State (*Corporate office*)

#### **Pharmaceutical Sales Representative – Lupron; 2003 – present**

Solicit Lupron sales to Urologists and Gynecologists. Discuss clinical benefits of the drug, and present demonstrations of clinical studies. Provide **product training** to physicians and nursing staff in both informal and formal clinical settings. Train staff on various issues including the disease state, methods of identifying symptoms, and how Lupron therapy affect patients.

- Selected to participate as a **C.F.E. (Certified Field Expert)** for 1 week in 11/04 at the home office. Performed role-playing for sales representatives to assist them in clarifying objections.
- **Patient Advocate.** Attend several patient support groups for prostate cancer. Provide patients with resources and treatment information. **Co-facilitator** of a monthly group.
- **Developed an educational presentation** on drug and disease state, and secured a commitment of participation from HealthPartners. As a result of its' success, continued presentations in up to 6 other previously restricted clinics.
- **Executed local educational program.** Acquired speaker and coordinated the program with 14 attending nurses and physicians.
- **Sought out new resources to provide to physicians.** Through Internet research, found and shared the, "2004 Report to the Nation on Prostate Cancer" to physicians and colleagues. Led conference calls on new studies discovered through Internet research.
- **Organized and put together an innovative "Tool Box"** for Gynecology, with all resources for patient education in one place.
- Achieved **Excalibur Award** by ranking in top 20% of sales. Met and exceeded sales goals, including Lupron Forward Motion in 2003.
- Achieved **Regional Market Share Award** 2003 – 2004 for highest market share in the region.
- Prevented competition from penetrating market share (*i.e. 0 vials of Eligard 2003 – 2004*).
- Participated in summit on *Disparities in Health Care, Oncology Nursing Programs*, and others.

**CHRISTOPHER AND BANKS** – Plymouth, Minnesota (*C.J. Banks Division – Women's retail stores*).

#### **District Manager; 2002 – 2003**

Hired, trained, and developed managers in the Minneapolis district. Utilized training checklists with store employees. Recruited to turn-around 8 sub-performing retail stores in the metropolitan area.

- **Increased sales** from \$1.3 million in 2001 to \$3.2 million in 2002.
- **Implemented new employee incentive programs** within the first 3 months.
- **Improved sales** of the C.J. Banks Eden Prairie corporate store by 3% within 6 months.
- Worked closely with each store on marketing ideas to increase sales.
- Executed and oversaw the opening of the Maple Grove store. Trained all new employees.

**HMS HOST CORPORATION** – Bloomington, Minnesota (*Owner of Daily News retail shops in airports*).

**Area Manager; 2001 – 2002**

Managed 2 concourses consisting of 8 retail stores, 5 sr. level retail managers, 80-100 employees, and an annual operation of \$13 million. As a result of restructuring, managed all 4 concourses with total sales of \$24 million.

- **Increased sales per hour 20% in 4 months.** Accomplished this by setting employee goals and accountability, and dramatically improving management structures.

**KSL RECREATION, INC.** – La Quinta, California  
**La Quinta Resort and Club**

**Director of Retail; 1999 – 2000**

Promoted to manage operations of 10 stores totaling \$10 million in annual revenues with overall revenue growth of 40% in 2 years. Supervised / trained management and employees. In charge of all marketing/special events such as community events, demonstrations, fashion shows, and print ads.

- Consistently achieved and exceeded budgeted revenues and Key Performance Indicators.
- Created a selling culture, and established procedures for monitoring sales per hour (SPH) and units per transaction (UPT).
- Received Leader of the Year Award 2000 out of 1,600 employees.
- Maintained a 100% management retention record.

**Selling Services Manager; 1998 – 1999**

- Recruited to develop and manage 6 new store openings. Managed 4 existing retail stores.
- Served as retail representative and public relations person for the hotel as a retail contact for conventions and special events.
- In charge of merchandising and buying functions. Traveled to markets across the nation to buy for various outlets. Communicated with corporate buyers to maintain inventory levels, and eliminate under-performing products and vendors.

**THE GAP** – Worked in various Southern California locations

**Associate Manager; 1997-1998 ; Assistant Manager; 1993-1997; Sales Associate; 1991-1993**

- Acting Store Manager for L.A.'s highest volume store.
- Developed and trained over 70 employees including reviews and individual development plans.
- Increased sales per hour as the Staffworks Trainer of 6 stores. Trained managers to schedule staff according to sales rather than availability.

**EDUCATION AND TRAINING**

**B.A. Business Administration**

University of California, Riverside, California - Graduated Cum Laude in 3 years