

SALES ASSOCIATE

Summary

SALES & BUSINESS DEVELOPMENT

Business development professional with 14 + years being successful at acquiring, expanding and managing key health care accounts in the HVAC construction industry. Well versed in building strategic partnerships through persuasion, negotiation and personal presence. Demonstrated passion for building relationships, cultivating partnerships and growing business.

Highlights

- Excellent sales techniques
- Excellent communicator
- New program and promotion implementation
- Consultative sales techniques
- Cold calling
- Adept multi-tasker
- CRM system experience
- Contract review
- Strong proposal writer
- Legal implications knowledge

Accomplishments

- 2005 Georgia Society for Health Care Engineers: Vendor of the Year
- 2007 Georgia Society for Hospital Engineers: Service Excellence Award
- 2008 Georgia Society for Hospital Engineers: PJ Wise Award Recipient/Vendor of the Year
- 2009 Georgia Society for Health Care Engineers: President's Award for Outstanding Service and Dedication
- 2010 Georgia Society for Hospital Engineers: Certificate of Appreciation for Devotion and Commitment
- 2014 Georgia Society for Hospital Engineers: 50th Year Board Member Recognition.

Experience

Sales Associate Aug 2012 to Nov 2015

Company Name - City , State

- Health care mechanical contracting firm
- Specializing in HVAC consultation, design, installation, process heating, cooling and piping.
- Contacted new and existing customers to discuss how specific products and services could meet their needs.
- Answered customer questions regarding products, prices and availability.
- Concentrated on retrofit jobs sold directly to the owner.
- Generated new accounts by implementing effective networking and content marketing strategies.
- Identified, coordinated and participated in client relationship-building activities and meetings.
- Developed a new customer base consisting of four accounts.
- Cultivated relationships with key players in the health care industry to create ongoing and mutually beneficial referral systems.

Senior Sales Executive Jun 2011 to Jul 2012

Company Name - City , State

- Building Technologies Division, Siemens Industry, Inc.
- Solutions division (new construction) for health care.
- Quoting Building Automation Systems to mechanical contractors.
- Took off plans and specifications for new construction in the health care market.
- Tracked RFPs and bids to quote new business opportunities.
- Collaborated with account executives to penetrate new accounts, identify potential customers and coordinate product demonstrations.
- Marketed and developed key accounts by favorably representing the company at membership and community functions.
- Managed budget forecasting, goal setting and performance reporting for all accounts in CRM
- Delivered performance updates, quarterly business reviews and planning meetings.

Account Executive Jun 2009 to Jun 2011

Company Name - City , State

- Building Automation Systems; contracting services, factory owned branch operations.
- Division of Carrier; a United Technologies Company.
- Health care vertical market responsibility.
- Developed growth plans by identifying key clients, key targets and priority service lines.
- Performed needs assessments, estimates and presentations.
- Collaborated with account executives to penetrate new accounts, identify potential customers and coordinate product demonstrations.
- Generated new sales opportunities through direct and telephone selling and emails.
- Marketed and sold an enterprise-wide controls solution.
- Optimized current revenue streams by networking for additional business prospects with established clients.
- Generated new accounts by implementing effective networking and content marketing strategies.
- Targeted new long-term business partner prospects and closed two deals in the hospital industry.

Health Care Facility Specialist Jan 2001 to May 2009

Company Name - City , State

- Devised a technique for introducing the sales concept and the Carrier product line to customers by serving as the product specialist and educator.
- Developed a complete marketing program for health care where none previously existed.
- Analyzed, forecasted and assigned budgets for conditions in the health care market.
- Co-managed the entire sales cycle on health care projects from start to finish by delivering a customized new solution for selling a hospital job.
- Managed a current list of health care facilities, owners, administrators, directors, existing equipment and design engineer of record.
- Developed and nurtured those relationships.
- Maintained competitor's products and services in our region.
- Promoted market infiltration of parts, equipment and customer service.
- Communication abilities allowed for better interaction with design engineers and getting Carrier specified.
- Achieved 100% growth in health care vertical market responsibility.
- Creative sales strategy and interpersonal skills resulted in a half a million dollar sale within the first year for the company.
- Increased centrifugal chiller sales by 100% by implementing strategies to develop and expand the applied chiller market.

Education

Master of Science , Counseling Psychology Georgia School of Professional Psychology - City , State

- Counseling Psychology Intern, My Sister's House, Atlanta Union Mission
- Volunteer, Atlanta Regional Psychiatric Hospital

Bachelor of Science , Psychology Radford University - City , State , USA

- Psychiatric Intern/ Volunteer, St. Albans Psychiatric Hospital
- Coursework in Marketing

Skills

- LEED Green Associate
- Account Management
- Business Development
- Computer Proficient on both PC and Mac
- CRM Systems
- Customer Satisfaction
- Marketing
- Territory Sales Experience