

ALEX WILSON

555 Any Street | Columbus, OH 55555

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SALES / ACCOUNT MANAGEMENT PROFESSIONAL

**** Career characterized by achievements in B2B / B2C sales and key account acquisition and retention ****

**** Drive unparalleled sales in start-up, high-growth, and highly saturated environments ****

**** Exposure to pharmaceutical sales through field preceptorship ****

**** Strong medical / science background and education ****

Self-motivated, results-driven leader with a solid record of success penetrating new markets, capturing key accounts, developing strong client relationships, and generating unparalleled sales and retention. Skilled in managing the sales cycle from opportunity identification to delivering high-impact presentations, differentiating features and benefits, closing accounts, and bolstering client loyalty. Comfortable in team-centric or autonomous roles where empowerment is given and accountability is expected. Adept in tailoring communication style to suit the needs of diverse audiences. Certified Strength and Conditioning Specialist. Bachelor's degree in Education. Core strengths include:

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|---|--|--|
| <input type="checkbox"/> Consultative / Solutions Selling | <input type="checkbox"/> Competitive Product Positioning | <input type="checkbox"/> Competitive Market Intelligence |
| <input type="checkbox"/> Customer Needs Assessment | <input type="checkbox"/> Profit & Loss Management | <input type="checkbox"/> Negotiations / Presentations |
| <input type="checkbox"/> New Market Development | <input type="checkbox"/> Key Account Management | <input type="checkbox"/> New Product Introduction |
| <input type="checkbox"/> Strategic Market Planning | <input type="checkbox"/> Account Retention | <input type="checkbox"/> Marketing Strategy |
| <input type="checkbox"/> Sales Cycle Management | <input type="checkbox"/> Sales Forecasting | <input type="checkbox"/> Team Leadership |

PROFESSIONAL EXPERIENCE

123 FITNESS, Columbus, OH

B2B Sales Representative (2006-Present)

Challenged to develop zero-based territory through B2B client acquisition, account development, and innovative sales and marketing strategies for a dealer/distributor of commercial fitness equipment. Identify emerging opportunities, create ROI models, produce high-impact sales presentations, and repeatedly overcome brand and competitor loyalty to win key accounts. Represent 3 major brands and 13 total lines, serving as one of the few dealers for XYZ cardio and strength equipment, a \$140M company with a focus on penetrating new markets in the state of Ohio. Develop a sound business plan to penetrate the central Ohio market, outlining key tactics, activities, and resources to ensure on-time and effective execution. Demonstrate the ability to self-motivate in an autonomous environment.

- **Grew new territory to 145 accounts, on target to exceed goal of \$300K in annual sales with a 25% margin, despite representing a higher price point product in a sensitive and aggressive market.**
- **Identified and secured key accounts in the corporate, residential, fitness, and healthcare sectors, closing such clients as [names omitted for confidentiality].**
- **Demonstrate extensive understanding of multi-line equipment features and benefits, utilizing knowledge and sales skills to develop winning proposals for B2B clients in diverse industries.**
- **Tailor and deliver effective product and sales presentations to C-level executives, independent owners, university and public sector administrators, franchisees, and sales managers.**
- **Initiated sponsorship of Condo Quest through an affiliation with the Central Ohio Building Association, an "out-of-the-box" strategy that has resulted in tremendous awareness and market penetration.**
- **Promote goodwill, loyalty, and client retention by offering value-added services including in-house training, program development, and guest lecturers.**
- **Maintain an intimate awareness of competitor offerings to effectively leverage differentiating factors including 24-hour response time, extensive part inventory, and product life span.**

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PROFESSIONAL EXPERIENCE, CONTINUED

ABC REAL ESTATE, Columbus, OH

Community Development Representative (2002-2005)

Charged with developing and managing an \$800K operating budget for the ABC Golf & Athletic Club and the XYZ Golf & Fitness Club. Held approval authority over all residential development, working with builders, subcontractors, and 2,000+ homeowners to review desired plans and ensure compliance with deed restrictions and pre-approved elevations.

- **Solicited, reviewed, and negotiated subcontractor bids for the maintenance of 120-acres of community-owned space and common grounds.**
- **Navigated the political arena while requesting approvals for key land development projects, requiring the ability to work with city officials to develop agreeable proposals while maintaining original objectives.**

Club Supervisor (1996-2002); Fitness Sales / Instruction (1995-1996) – Nolan Athletic Club

Received rapid promotion upon being hand-selected for a newly created position based on keen ability to assess client needs, develop strategic action plans, and guide peers in the execution of sales and marketing strategies. Charged with overseeing daily operations of an 80K sq. ft. facility with 250 employees and 15 direct reports, and assisting in the administration of a \$4M operating and payroll budget. Developed sales cycle management program including defining prospecting, presentation, acquisition, account development, and retention strategies for B2B and B2C markets. Facilitated in-house sales meetings to review pipeline, identify areas necessitating intervention, and maintain clear communications.

- **Played an integral role in catapulting sales from mediocre performance in 1997, to exceeding average monthly sales goal of \$350K in 2000, generating the highest annual sales in the 22-year club history.**
- **Sustained record-breaking revenue gains, despite goals increasing by an average of 24% each year, while also generating a 72-75% retention rate, almost 50% above the industry average.**
- **Spearheaded successful B2B account acquisition strategies, identifying and securing key accounts including [names omitted for confidentiality].**
- **Developed and facilitated monthly fitness seminars to generate leads, bolster club participation, and increase client retention.**
- **Worked one-on-one with clients to assess needs, develop aggressive yet attainable health and fitness objectives, and offer the motivation to ensure the achievement of personal goals.**
- **Communicated on an informed level with physicians to review medical histories and concerns.**

PRIOR POSITIONS:

Emergency Services Technician – Area Hospital, Columbus, OH (1994-1995)

Emergency Department Senior Orderly – Area Hospital, Warren, OH (1991-1994)

TRAINING & DEVELOPMENT

Pharmaceutical Sales Field Preceptorship

Gained exposure to the industry while working with a specialty pharmaceutical representative in the Springfield and Dayton territories, participating in call planning and observing effective pharmaceutical sales techniques.

Certified Strength and Conditioning Specialist (CSCS)

NATIONAL STRENGTH AND CONDITIONING ASSOCIATION (2006)

Completed rigorous nationally accredited medical/exercise science training, passing examination on first attempt

ACADEMIC BACKGROUND

Bachelor of Science in Education – THE OHIO STATE UNIVERSITY, Columbus, OH (2005)

Academic Honors: Cum Laude; Dean's List; GPA: 3.63/4.0

Coursework included: Anatomy, Physiology, Kinesiology, Biomechanics, Statistics, Nutrition, and Psychology

Internship: The Ohio State University Football Team