

# NICHOLAS R. HEINE

12345 Street Name Ave. · Austin, TX 11111 · (555) 555-5555 or (555) 555-5555 · email@resumewriters.com

## SUMMARY OF QUALIFICATIONS

Exceptional leader with talent selling design, quality, service and value over price. Proven revenue generator in all market conditions. Adept at B2B sales and negotiations with decision makers at many levels. Technically savvy. Demonstrated ability to build new territories and expand opportunities within existing client base. Outstanding relationship building, training, and presentation skills. Intelligent, articulate, and driven to succeed.

## CORE COMPETENCIES

Strategic Planning  
In-Service Training  
Forecasting

Medical Sales  
Client Needs Assessment  
Profit & Loss Management

Client Relationship Management  
Market Analysis  
Negotiation

## PROFESSIONAL EXPERIENCE

**INNER SYSTEMS, LLC, Dallas, TX**

**4/2006 – Present**

### *Field Sales Representative*

- Sell post auricular hearing aids to Otolaryngologists, Audiologists, and licensed hearing aid specialists.
- Manage comprehensive 15-phase sales process that begins with cold call and concept sell.
- Plan and conduct consumer seminars and participate in tradeshows and industry conventions.
- Train Audiologists on proper physical fitting of product and use of software.
- Achieved up to 245% of production targets in Illinois and Indiana in first 3 months.
- Selected to launch Minnesota territory and manage Wisconsin and Iowa.

**AURAL TECH, INC., Seattle, WA**

**3/2005 – 4/2006**

### *Territory Manager (MN, ND, SD, IA, and MO)*

- Analyzed market and identified opportunities.
- Sold medical devices (hearing aids, personal FM and active learning systems) in educational market.
- Qualified leads; assessed needs and recommended solutions; negotiated and implemented pricing.
- Provided in-service training, workshops, and presentations to educational audiologist, SLP & SPED directors, teachers, superintendents, architects, technology directors, and principals.
- Developed monthly and yearly sales and budget forecasts.
- Maintained detailed database of prospects and customers; documented sales calls to facilitate follow up.
- Grew key accounts 13% - 80% in first year.

**SELF-EMPLOYED, Tulsa, OK**

**3/2001 – 4/2005**

### *Sales/PC Technician*

- Attracted and retained loyal clients by building reputation of integrity, knowledge, and accountability.
- Sold IT services, including: PC repair and upgrades, Web design, network set-up, and software training.
- Sourced and developed leads via assertive cold calling and flyer campaigns.
- Cross-sold services using B2B and B2C and multi-channel strategies and peer networking.

**TRU COMMUTER AIR, INTERNATIONAL, Dallas, TX**

**5/2003 – 8/2003**

### *Intern*

- Spearheaded a research project which will save an estimated \$30,000 annually in unnecessary removal, overhaul, and replacement of avionics components and over \$230K in lost revenue from aircraft downtime; served on Champion Air Reliability Improvement Project team.

## EDUCATION

**GRAMMAN STATE UNIVERSITY, Austin, TX**

*Bachelor of Arts: Business Management, 2003*

## COMPUTER SKILLS

- > MS Word, Excel, Access, PowerPoint, Outlook, and Windows; Act!, Sales Logix, and Goldmine
- > CompTIA A+ Certification