

JOHN H. SMITH

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SALES EXECUTIVE

Customer-focused sales executive with more than 20 years of proven success in optimizing territory and channel revenues through sales, marketing, and service excellence. Develops comprehensive knowledge of products, competitors, and markets to guide strategy, optimize revenue, and satisfy sales goals. Builds immediate rapport with clients and service teams, and sustains positive, results-driven communications to produce long-term partnerships with sustainable revenue growth. Continuously leverages strengths in analytics, leadership, and creative problem solving to identify new opportunities, expand customer base, deepen existing relationships, and satisfy corporate objectives.

- Sales & Marketing Strategy
- New Business Development
- Key Account Development & Management
- Territory Development & Management
- Territory/ Market Analysis
- Consultative Sales
- Planning & Forecasting
- Channel Sales
- Team Leadership
- Customer Service
- Conflict Resolution/Problem Solving
- Client Meetings & Presentations

PROFESSIONAL EXPERIENCE

National Healthcare of New Jersey, Ridgewood, NJ

2007 – 12/2011

SENIOR ACCOUNT EXECUTIVE

Hired to drive sales through strategic business development and existing account optimization. Cultivated channel-based relationships with insurance brokers to identify opportunity, initiate client relationships, and bid for new business. Coordinated information and defined client expectations with internal teams to ensure service-driven implementation. Attended on-site client meetings to assess needs and negotiate services, and delivered presentations to introduce new products, sell value proposition, and increase revenue. Reviewed annual sales plans against existing business, analyzed markets, and developed strategies to optimize revenue and satisfy corporate sales goals.

- **Generated \$50M in healthcare and ancillary sales revenue** and ensured ongoing pipeline opportunities through customer-focused sales and data-driven marketing tactics.
- **Produced \$6.0M in new sales** by working with the marketing team to target enterprises across wide-ranging industry verticals with a NJ presence.
- **Provided top-tier account management**, employing consultative sales techniques to deliver optimal products while conducting account audits to ensure seamless account setup.
- **Negotiated and closed complex sales, promptly resolved conflicts, and ensured end-to-end client satisfaction** by collaborating across legal, underwriting, provider contracting, and implementation groups to garner comprehensive sales and customer service support.

Global United Healthcare, Edison, NJ

2001 – 2007

NEW BUSINESS MANAGER (2004 – 2007)

Developed and executed strategic sales plan based on territory analysis to drive new business throughout the New Jersey and New York markets. Prospected through broker channels to identify opportunities and initiate new client relationships. Led implementations, met with clients to assess needs, solve problems, value-add products, and increase revenue.

- **Generated \$30M in new sales across NJ and NY, and 15% year-over-year membership growth.**
- **Increased pipeline volume by 10% and uncovered untapped markets** through data mining expertise—earning *New Manager Award* for selling the most new clients during rookie year.

SENIOR CLIENT STRATEGY SPECIALIST (2001 – 2004) White Plains, NY

Recognized and hired for strong sales background to increase revenue in this sales-driven customer service role. Served as the first point of contact for client requests, questions, information, and problem solving. Worked with existing clients and brokers to resolve claims and eligibility issues, and increase revenue through value-add programs. Attended client meetings and delivered presentations to educate client employees and ensure complete customer satisfaction. Analyzed customer and corporate business, and collaborated with account managers and clients to add account revenue and deepen business relationships.

SENIOR CLIENT STRATEGY SPECIALIST (2001 – 2004) White Plains, NY continued ...

- **Supported \$70M in existing sales growth and retention efforts** as a *Senior Client Strategy Specialist* for middle market and national accounts.
- **Partnered with brokers while liaising across internal matrixed groups** including underwriting, product, provider relations, claims, and customer service to achieve issue resolution and client satisfaction.

ABC International Textiles Inc.**1994 – 1998****ACCOUNT MANAGER (1995 – 1998), Newark, NJ****RETAIL SALES REPRESENTATIVE (1994 – 1995), New York, NY**

Drove sales and merchandise strategies for a 100-store chain and several wholesale accounts. Tracked and optimized finances through strategic analysis and forecasting of metrics such as point-of-sale (POS), Key Performance Indicators (KPI), and trade-funding. Managed inventory, developed promotions, and demonstrated expert product awareness within competitive markets. Mentored, coached, and directed a team of 10 product representatives, and sustained ongoing rapport with customers through on-site meetings, prompt conflict resolution, and service-driven follow-up.

- **Created and executed a targeted merchandising strategy adopted as an enterprise best practice**, tangibly increasing space to allow for seven new products and higher-margin sales.
- **Achieved \$50M in annual sales and a 8%-over-plan, year-over-year sales increase** via superior key account retail management.
- **Paved the way for 70 new products** leveraging exceptional fact-based sales, category management, pricing allowance negotiations, and analytic expertise.
- **Managed territory of 75 New Jersey retail stores, increasing yearly core product facings by 20%** while exceeding distribution, shelving, merchandising, pricing, and coverage objectives.
- **Earned award recognition for large-scale marketing campaign that increased brand awareness and sales** during holiday season—resulting in 5,500 incremental cases shipped to customer.

PREVIOUS SALES EXPERIENCE

Cultivated account management, marketing, and merchandising skills by building new business, expanding existing sales, and attending trade shows during the following tenures:

BENEFITS CONSULTANT, B&H Fidelity Insurance**INSIDE SALES REPRESENTATIVE, Bridge Products Inc.****FLOATING SALES REPRESENTATIVE, Ann & David Bakery Company****TECHNOLOGY SKILLS**

- MS Word, Excel, PowerPoint
- Salesforce.com
- Other internal systems

EDUCATION**BACHELOR OF SCIENCE IN MANAGEMENT***State University of New Jersey at Holt State College*

Corporate Training: Public Speaking, Negotiations, Influencing Others, Conflict Management, Consultative Selling, and Fact-Based Selling