

Jane Doe

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PROFILE

Sales and Account Management • Marketing • Customer Service/Education • Training

Top performing sales professional with persuasive presentation, negotiation, and sales closing skills. Consistently successful in increasing revenues, capturing new business and customer retention. Bottom line-oriented with proven record of exceeding standards and expectations.

Strengths are aggressive new account development and management, new business growth and retention, direct sales, strategic and tactical sales planning, and identifying market opportunity.

- ♦ Possess over 18+ years of experience in sales and account management, specializing in the health insurance industry.
- ♦ Proven track record of continuous growth in highly competitive markets.
- ♦ Advance skills in *relationship building, account retention, territory development, direct outside sales, training, and customer service.*
- ♦ Utilize excellent interpersonal, communication and presentation skills to develop and maintain strong relationships.

PROFESSIONAL EXPERIENCE

2001 –Present

REGIONAL SALES AND ACCOUNT MANAGEMENT

Insurance Company, Orange, California

Directly responsible for promoting and marketing the PPO, HMO, and Medicare Supplement products throughout Los Angeles County for one of the largest health plan carriers in California. In charge of the development and implementation of effective business and marketing strategies for the LA territory. *Accountable for 600+ brokers.*

Responsible for profitable new business growth and renewal premium retention, with emphasis on training, support, recruitment and sales/business development of brokers. Coordinate and deliver effective marketing presentations to independent agents focusing on business growth and selling techniques. Negotiate contracts, growth incentives, and actively work to increase corporate visibility through advertising and promotional events. Personally, represent Blue Shield at group meetings, health fairs, and insurance industry association events.

Key Accomplishments:

- ♦ *Received promotion to Senior Account Representative in 2003.*
- ♦ #1 Account Executive out of 20+ sales representatives throughout the state in 2003.
- ♦ Named “*MVP Sales Representative of the year*”; 1 out of 5 Account Executives to achieve that honor in 2003, 2004, 2005 and on target for 2006.
- ♦ Exceed all management objectives for territory which accounts for over 60% of Orange County’s sales: *IFP sales, Medicare Supplement sales, ancillary business, broker contacts, presentations, co-op advertising usage, and business penetration.*
- ♦ Consistently meet and exceeded quarterly and yearly sales goals in a very competitive environment: *Achieved over 100% of goal from 2002 - present.*
- ♦ Selected by Management to train new Regional Sales Managers on *presenting new products, developing broker relationships and designing strategic business plans.*

Increased Business Penetration:

- ♦ *Developed a low producing broker to become the #1 producing independent broker in the entire state, in both IFP and Medicare Supplement Sales.*
- ♦ Present effective marketing and advertising strategies to brokers in an effort to increase their business production. *Dramatically increased broker COOP usage by 50%.*
- ♦ Negotiated increased commission payout for top producing Medicare Supplement brokers, resulting in *40% increase* in Medicare Supplement generated sales.

PROFESSIONAL EXPERIENCE, *cont.*

2001 –Present **SUPERVISOR, COMMUNITY EDUCATION CONSULTANT DEPARTMENT
Insurance Company, Monterey Park, California**
Responsible for overseeing and managing the day-to-day activities of the Community Education Program and Consultants (CEC). Conducted group presentations that educate the member on the changes within Medicare, the benefits of the Blue Shield Medicare Supplement and 65+ plans, and other Blue Shield programs and services. Primary focus of the program was education and member retention. Designed a strategic and marketing business plan to identify and target areas of potential business throughout Southern California. *Trained and motivated CEC staff of over 10.*

Key Accomplishments:

- ◆ *Achieved goal of <2.0% member disenrollment in 2001.*
- ◆ Selected to reorganize and revitalize the Member Retention program by implementing effective policies, procedures, training and incentives.
- ◆ Receive highest member ratings on presentation delivery and effectiveness.

LEAD MEMBER EDUCATION SPECIALIST 2000-2001

Responsible for promoting and educating members on the benefits of the health plan. Presented health plan through planning and facilitating group events and by developing relationships within the community, physicians and senior centers. Developed consultative selling techniques and focused on member retention. Worked closely with Member Services to address and resolve member issues.

Key Accomplishments:

- ◆ *Promoted to Supervisor in 2001*
- ◆ *Maintained the highest disenrollment rate (<2.0%) in designated territory.*
- ◆ *Achieved over 90% member retention rate.*
- ◆ Created an effective marketing and educational presentation currently used company-wide for retention efforts.
- ◆ Recognized by upper management and members for presentation skills, product knowledge and initiative.

SENIOR SALES REPRESENTATIVE 1996-2000

Promoted and marketed Medicare product throughout Los Angeles, San Bernardino and Riverside Counties for one of the largest Health Management Organizations (HMO) in California. Created a sales and educational presentation that effectively presented product and services to individuals (in-home) and in a group environment. Responsible for prospecting new members through networking with physicians, medical group administrators and community centers, cold-calling, referrals and consistent follow-up. Chosen to train sales representatives on effective retention, and sales closing methods and techniques. Maintained relationships with members, internal departments, and Providers.

Key Accomplishments:

- ◆ *Maintained the Highest Member Retention Rate - 1996-2000 (achieved <1.00% disenrollment rate).*
- ◆ *Top 5% producer each year throughout company (out of 53 representatives).*
- ◆ Top Producer - achieved over 125% of goal in 1997, 1998, 1999, 2000.
- ◆ Achieved 85% sales closing.

1991 - 1996 **SALES REPRESENTATIVE, Health Care Provider, Los Angeles, California**

1986 – 1991 **SALES / ACCOUNT MANAGEMENT, ABC Packaging, Buena Park, California**

EDUCATION/SPECIALIZED TRAINING

ABC COLLEGE, Fullerton, CA
A.S. Business Management 1979-1981

LICENSES

- ◆ State of California Life and Disability License (Active)

REFERENCES **Excellent Performance Reviews and References Available Upon Request**