

## John Smith

123 Elm Street  
New York  
999-999-9999  
johnsmith@xyz.com

---

**Objective:** Interested in the position of a Medical Equipment Sales Representative with a leading medical equipment company.

**Key Skills:**

- Great negotiating skills & sales skills
- Great customer service & communication skills.
- Ability to gain customer confidence in the shortest span of time and build customer relations.
- Ability to assess every different customers' needs.
- In-depth knowledge of the medical & pharmaceutical industry.
- Able to effectively meet sales goals.

**Experience:** GPL Medical Equipment Suppliers New York  
*Medical Equipment Sales Representative* 3/3/2009 to Present

- Sold medical and dental equipment and supplies to doctors, dentists, hospitals, medical schools and retail establishments.
- Studied data describing new products to develop sales approach.
- Compiled data on equipment and supplies preferred by customers.
- Advised customers of equipment for given needs based on technical knowledge of products.
- Provided customers with advice in such areas as office layout, legal and insurance regulations, cost analysis and collection methods to develop goodwill and promote sales.
- Utilized knowledge of products sold.
- Compiled lists of prospective customers for use as sales leads, based on information from newspapers, business directories and other sources.
- Traveled throughout assigned territory to call on regular and prospective customers and to solicit orders.
- Quoted prices and credit terms and prepared sales contracts for orders obtained.
- Estimated date of delivery to customer, based on knowledge of own firm's production and delivery schedules.
- Prepared reports of business transactions and kept expense accounts.

**Education:** State University of New York New York  
*Bachelors Degree in Marketing* 2009

**References:** Available upon request