

## John Smith

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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*  
**Bachelors Degree in Marketing**

*New York*  
2009

**References:** Available upon request