

# Rodney L. Wisdom

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## PROFILE

Personable, motivated Inside Sales Representative specializing in commission-based medical equipment and pharmaceutical sales for over 10 years. Articulate communicator who thrives on cold calls and collaboration with team members. Adept at listening and pinpointing customer pain points to offer the best solutions for each situation. Organized, flexible, and highly proficient with sales software.

## PROFESSIONAL EXPERIENCE

### Inside Sales Representative

PK Medical Solutions, Paducah, KY | June 2015 – Present

- Exceeded sales goals by 15-20% in each quarter since being hired
- Serve 15 client accounts generating at least \$750K in total annual revenue
- Identify prospects and develop consultative relationships with over 80 local practitioners in Paducah and nearby towns
- Assist and mentor fellow sales representatives in generating leads and managing client accounts
- Collaborate with the sales and marketing team to develop and implement sales promotions

### Inside Sales Representative

PharmaLink, Calvert City, KY | January 2010 - April 2015

- Developed accounts and obtained and filled orders, surpassing monthly sales quotas by 10-14%
- Assessed competitors and market trends to identify sales opportunities and proactively deal with potential challenges
- Explored educational opportunities to increase personal knowledge of products and services, resulting in a 15% increase in upsells over a three-year period
- Tracked, reported, and performed troubleshooting on communication equipment

## EDUCATION

### Associate of Applied Science in Business Administration – Management

West Kentucky Community & Technical College, Paducah, Ky, September 2017 – June 2020

## KEY SKILLS

- Relationship-building
- Strong oral and written communication skills
- Salesforce, Microsoft Office
- Fast, eager learner
- Time management

## CERTIFICATIONS

- Certified Inside Sales Professional (CISP) – American Association of Inside Sales Professionals, 2018