

ROBERT KRAFT

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A Sales Professional with one year of experience within the medical sales industry, specializing in upselling, lead generation, cold calling, and sales strategy. Adept at analyzing competitive sales trends and delivering in-depth product demonstrations to client businesses.

PROFESSIONAL EXPERIENCE

SALES REPRESENTATIVE

Corbin Medical Products Inc., Charleston, SC | April 2020 – Present

- Generate \$140K in sales for a medical device company, exceed quotas by up to 20% each month, conduct cold calling, and execute lead generation activities
- Build relationships with the local medical community to secure referrals for new business, which includes interfacing with hospitals, physicians, and medical centers
- Deliver sales presentations and product demonstrations to prospects and recommend medical devices according to organizational and clinical needs.
- Coordinate cross-functionally with sales and product marketing teams to drive promotional campaigns and execute marketing events
- Utilize Salesforce CRM to conduct sales reporting and maintain prospect database

SALES ASSOCIATE

Salvatore Clothing, Charleston, SC | May 2019 – April 2020

- Conducted sales for a high-end clothing retailer, consistently exceeded sales goals by 30%, and collaborated with the team to develop product displays
- Interfaced with customers to provide recommendations on clothing styles and products and built relationships with clientele to drive customer retention

EDUCATION

BACHELOR OF SCIENCE (B.S.) BUSINESS ADMINISTRATION

University Of Charleston, Charleston, SC | September 2015 - May 2019

KEY SKILLS

- Upselling
- Sales Presentations
- Medical Device Sales
- Salesforce
- CRM tools
- Customer Success
- Relationship Building

CERTIFICATIONS

- Certified Sales Development Representative (CSDR), 2020