

ROBERT CARTER

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SUMMARY OF SALES PERFORMANCE

Executive Sales Professional with consistent track record of exceeding sales plans, maximizing profit margins, and outfoxing the competition to win market share. Multi-million-dollar producer with extensive C-level contacts within the healthcare vertical. Able to turn the hard-sell, overcome steep objections, and achieve advantage over industry leaders to advance revenues and position.

CAREER SALES FIGURES FOR REVENUES PERSONALLY GENERATED

| Revenues | Percentage of Quota | Margin | Year |
|---------------|---------------------|--------|------|
| \$5 Million | No quota | 30% | 2001 |
| \$1.8 Million | 115% | 20% | 2000 |
| \$2 Million | 150% | 45% | 1999 |
| \$1.3 Million | 110% | 50% | 1998 |
| \$1.2 Million | 112% | 55% | 1997 |
| \$1.7 Million | 120% | 50% | 1996 |
| \$2.4 Million | 150% | 55% | 1995 |
| \$1.6 Million | 103% | 55% | 1994 |
| \$1.2 Million | 115% | 50% | 1993 |
| \$.5 Million | 125% | 55% | 1992 |

CAREER RECORD

Leveraged Technology, Inc. ▪ New York, New York ▪ 2001 to 2003

National maintenance management company providing services for electrical-mechanical equipment for healthcare facilities, universities, industrial and manufacturing companies.

CHIEF OPERATING OFFICER

Built national sales force and met OEM competitors head-on, building company from zero revenues to \$15M within two years. Personally conducted all sales engagements over \$1M while assuring sales plan for entire company was being met. Mentored and trained account executives while simultaneously managing day-to-day operations of rapidly growing company. Managed operations budget of \$12M and sales budget of \$3M.

Impacts made:

- **Met and won ground against significant competition from OEMs (General Electric, Siemens, Varian, Philips, Samsung) for service contracts with healthcare providers gaining 3% market share in a highly competitive market where no single provider held more than 20% market share.**
- **Boosted service delivery by average of two days and helped customers maximize revenues by implementing wireless, PDA-based sales data availability.**
- **Lowered costs by 22% and maximized profits by 12% through creation of strategic vendor alliances and pre-negotiated pricing structure with supplier network.**
- **Successfully defended against competitors' negative sales techniques by training sales force in situational awareness for sales engagements; personally mentored individual account executives, traveling with each to provide support during presentations.**

ABCcorp – ORSO Division ▪ New York, New York ▪ 1997 to 2001

Division launched to sell high tech equipment and parts to the healthcare industry.

PRESIDENT (1999 to 2001)

Promoted to launch this wholly-owned subsidiary providing electrical-mechanical parts and equipment (ranging from A/C to X-ray) to healthcare industry. Grew operation from scratch moving from zero revenues to \$1.8M within first year and reaching \$5M+ and 24 accounts by end of 2000 with average sale topping \$100,000. Implemented cutting-edge technology to bring value to services over stiff competition by OEM suppliers. Developed sales forecasts and message for major dollar sales.

Impacts made:

- Formulated company's first e-commerce initiative, outpacing competition in online purchasing flexibility and resulting in 15% increase in revenues.
- Trained sales force to sell "value of time saved" to customer, leveraging company's ability to turn around orders quickly. Sales force met 110% of overall sales goals.
- Aggressively negotiated with suppliers to obtain best pricing, providing competitive edge over OEM competition.

VICE PRESIDENT OF SALES – Eastern US (1997 to 1999)

Directed all new sales activities for third-party maintenance protection coverage plans for high-end medical equipment. Sold to healthcare organizations, pioneering industry traditionally monopolized by OEMs and taking division from \$3.5M in sales to \$8M in two years. Personally closed agreements to C-level executives in all major accounts while managing sales force of eight account executives. Built cohesive team environment among sales force comprised of highly competitive individualists, leading them to surpass all sales goals. Created strategic sales and marketing plans to overcome traditional buying patterns among customers.

Impacts made:

- Exceeded personal sales quota by 124% despite shouldering most difficult prospects and accounts.
- Achieved significant paradigm shift among customer department heads to persuade move from OEM maintenance protection to third-party services.

Honeywell, Inc. ▪ Tempe, Arizona ▪ 1992 to 1997

World's largest manufacturer of electronic and environmental controls with \$8B in annual revenues and 15,000 employees.

ACCOUNT EXECUTIVE – Home and Building Controls

Sales representative working accounts primarily in hospital vertical. Started with small, local territory with zero accounts and rapidly gained broader scope, eventually encompassing majority of Southwest US and 64 active accounts. Tasked with launching healthcare sales for Honeywell in west Texas and New Mexico and driving new business development. Honed instinctive ability to qualify prospects rapidly and accurately. Sold service contracts and products for healthcare, infrastructure, and plant electrical-mechanical devices, targeting decision-makers at the C-level.

Impacts made:

- Built healthcare vertical from ZERO revenues to \$10M, overcoming challenge of selling high-dollar figure, very long-term service contracts (up to 10 years) for electrical/mechanical control products.
- Contributed throughout entire sales process of successful acquisition of largest, single-client sale (\$8.3M) in history of Honeywell's Control Building Group (CBG) division.
- Achieved overall account retention/renewal rate of 85% and won over 90% customer satisfaction ratings every year.
- Ranked in Top 10 healthcare sales representatives nationwide.
- Circumvented traditional bid process sales to achieve market growth through emphasis on quality service rather than low price.

EDUCATION AND SALES TRAINING

New York University

Completed 112 semester hours toward degree in Business Administration

Holden Training:

Financial Sales Training ▪ Advanced Sales Training Level Two, Three

Honeywell Training:

Sales Manager Training ▪ Executive Level Sales Training ▪ Management Training ▪ Engineering Sales Training

Baylor University Medical Center

Surgical Training for Healthcare Representatives ▪ 1994