

**LISA GREER**  
*2242 Endeavor Way*  
*Sacramento, Ca. 95835*  
*xxx-xxx-xxxx*  
*xxxxxxxxxxx@xxxxx.xxx*

Hi I'm Lisa Greer and I'm really interested in talking to you about furthering my career path and finding a place to call home in this stage of my career. I'm a very energetic self-starter with an outstanding track record in both sales and management. I possess the right qualifications, both experience and dedication, and know that I will be an asset to your team. I'm willing to relocate to take on this new challenge if necessary.

I feel confident that my professional work ethic and dedication to ensuring customer satisfaction, coupled with my determination to win each sale and build trust with each account would benefit your organization. I was a world class gymnast competing across the country for most of my childhood and put the same drive into my work.

I have diversified outside sales experience, including generating and maintaining an extensive clientele through attentiveness to client needs, lead generation, territory management, effective closing techniques, and client follow-through. I have consistently exceeded demanding production goals utilizing innovative marketing and promotional techniques, as well as effective sales strategies. Enclosed is my current resume outlining my relevant qualifications.

I am highly motivated, service-oriented individual and would like to learn more about joining your team of professionals. If you have any questions regarding my qualifications, or if you would like to arrange an interview, please contact me at your convenience.

Thank you for your time and consideration.

Sincerely,

Lisa Greer

***Resume Enclosed***

**LISA GREER**  
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XXX-XXX-XXXX  
XXXXXXXXXXXX@XXXXX.XXX

## **OBJECTIVE**

Seeking a long term career-oriented position where I can utilize my solid background in both sales and management. My ability to communicate a vision, focus organizational goals, facilitate change, recognize and motivate myself and others to achieve their best to increase markets, sales, revenues and profits. This attitude has been the hallmarks of my success.

I really enjoy learning about people and their business objectives finding the right fit for each team, earning every success. My business objectives are not complex but they are aggressive. I am a strong individual contributor and team player. I'm very competitive and love every win.

## **SUCCESES**

Negotiate and win large accounts in multiple territories  
Building strong relationships with key personnel on all levels  
Establish and manage new territories  
Successfully attract new clients through networking and cold calling  
Successful track record for penetrating niche markets  
Cultivating and maintaining a strong client base

## **SKILL SET**

High energy, extremely motivated, self-starter  
Team leader with a contagious positive attitude  
Participate in and lead strategy sessions  
Love new challenges  
Excellent communication skills  
Great presentation skills  
Ability to impact customer decisions, and pinpoint sales objectives  
Effectively service clients to maximize production

## **EMPLOYMENT HISTORY**

**Modis, Inc.:** 2009 to present

My role requires significant interaction with clients.

Activities include: understanding customers' diverse, specific business needs and applying product knowledge to meet those needs. Ensuring quality of service by developing a thorough and detailed knowledge of technical specifications and other features of employers' systems and processes, and then documenting them. Identifying

and developing new business through networking, courtesy, and follow-up calls. Cold-calling in order to create interest in products and services. Generate new business leads, arrange meetings, identify opportunities for further sales and new areas for development through detailed research of the specific industry or market. Attend industry events; maintaining awareness and keeping abreast of constantly changing software, hardware systems and peripherals. Developing effective sales plans utilizing sales methodology; meeting sales targets set by managers and contributing to team targets. Networking with existing customers in order to maintain links and promote additional products and upgrades.

**MedPlus/Quest Diagnostics:** January 2005-2009

Sales consultant in our electronic medical management software division selling into large IPA markets, medical groups, and independent physicians. Prospected for new business through innovative promotional and advertising strategies, including cold calling, target presentations, direct mail campaigns, and multi-media advertising. Manage sales teams in our California territories. Provide full support in the field often times customizing solutions. Provide on going customer support and customer training to ensure a growing revenue stream, as well as maintaining and building a strong client base.

**Key Health Management/TRU MRI:** 2001-January 2005

Obtain new MRI, CT, NCV / EMG accounts for all of Northern California, managing a radiology and pain management network. Building strong relationships throughout California based medical groups and independent physician offices have been the key to my territory's success. With effective closing techniques consistently adding significant new business. Generating leads through cold calling, and constant networking. Providing an outstanding level of customer care to ensure repeat business.

**Director of New Business Development CHAS Home Care:** 1996- 2001

Manage and maintain all branch operations in Sacramento, while being the sole revenue producer. Working with Case Management, discharge planning, hospital and facility administration, social workers, physicians, and patient's making Sacramento a multi-million dollar branch. Creating fun and effective marketing campaigns attracting a diverse clientele. Recruiting on a continual basis attracting a strong and motivated staff dedicated to providing quality service. Participate in training programs, and promote team-building strategies for staff development.

**PCL/Unilab,** Sacramento, CA: 1991 - 1996

Serviced over 900 accounts worth \$2.5 million. Awarded to presidents club in first year. Took over problem accounts to determine weak areas. Consulted with and up-sold clients to increase satisfaction and maximize sales. Utilize ability to respond aggressively and decisively to changing customer markets, resulting in new clients and significant sales increases. Implemented positive, innovative, and aggressive promotional strategies to cultivate new business while servicing existing accounts.

**EDUCATION**

Marketing Coursework - Sacramento State University

Jahonna's Laboratory TS-Phlebotomy Certified, Lab Assistant Cert.-Honors Graduate  
CNRP-trained and certified

Trained in highly technical PC environments

**Excellent References available upon request**

