

# Gary White

## Medical Sales

### AREAS OF EXPERTISE

*Key account management*

*Pharmaceutical sales*

*Healthcare sales*

*Medical liaison*

*Business & territory planning*

*Strong planning*

*Organisation skills*

*B2B Telesales*

### PROFESSIONAL

*ABPI qualified*

### PERSONAL SKILLS

*Self starter*

*Persuasiveness*

*Ambitious*

*Excellent communicator*

### PERSONAL DETAILS

Gary White  
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Coventry  
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DOB: 12/09/1985

Driving license: Yes

Nationality: British

### PERSONAL SUMMARY

An enthusiastic, articulate and well presented medical sales representative who has a successful sales track record in healthcare or pharmaceuticals. Highly efficient and currently working as part of a successful team proactively selling, promoting medical equipment and generating new and repeat consumable and contracts business in order to achieve sales targets. Can communicate effectively with key decision makers and would be an asset to any employer who respects loyalty and responsibility.

Keen to find a challenging position within an ambitious company where I will be able to continue to increase my work experience & develop my abilities.

### WORK EXPERIENCE

#### *Pharmaceutical Company – Coventry*

MEDICAL SALES REPRESENTATIVE June 2008 - Present

Part of a successful team proactively selling, promoting medical equipment and generating new and repeat consumable and contracts business in order to achieve sales targets.

#### *Duties:*

- Arranging appointments with doctors, pharmacists and hospital medical teams.
- Creating & executing a territory business plan focused on generating sales.
- Selling medical products to hospitals throughout the sales territory.
- Targeting general practitioners, practice nurses and retail chemists.
- Working with distributors to establish sales chains.
- Attending exhibitions when required.
- Building long term relationships and offering flexible solutions to clients.
- Having excellent sales acumen and strong service orientation.
- To identify, influence and build relationships with key decision-makers.
- Selling sterile disposable medical devices.
- Advising potential clients on the products, providing technical knowledge etc.
- Marketing to specialist nurses in the secondary care and community markets.
- Liaising with NHS Liaison & Hospital team colleagues to understand local issues.
- Building lasting relationships with clients during a complex, technical sells.
- Making presentations as well as providing product demonstrations and training.

### KEY SKILLS AND COMPETENCIES

- Possess the ability to influence a positive sales outcome with a customer.
- Having the necessary confidence, initiative, motivation and reliability to succeed.
- Able to identify & hunt down sales opportunities.
- Experience of selling to district, tissue viability & vascular nurses.
- Comfortable with target customer call rate and message retention metrics.

### ACADEMIC QUALIFICATIONS

MPharm (Hons) Pharmacy  
Nuneaton University 2005 - 2008

A levels: Maths (A) English (B) Technology (B) Science (C)  
Coventry Central College 2003 - 2005

REFERENCES – Available on request.

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