

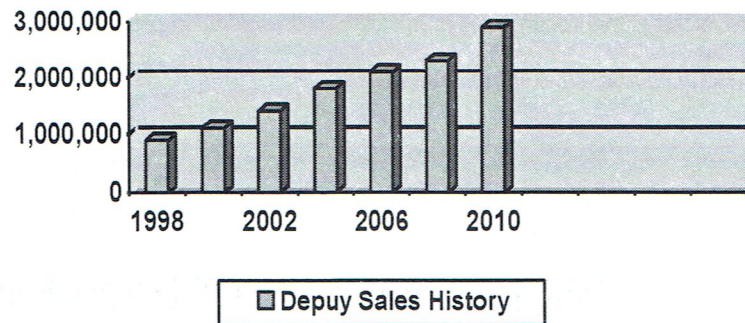
TOM M. KEISET

24266 North Bay Court • Palm Beach, FL 33410
Home: (561) 555-5555 • Mobile: (561) 555-1212
tkeiset@email.com • www.linkedin/in/tomkeiset

Medical Sales/Account Manager

"Twelve consecutive years of enhancing growth and profits"

A self-motivated, highly driven and results-oriented individual with a solid record of marketing and sales success in the medical industry. Possess highly polished interpersonal and communication skills indispensable to client retention and relationship building with medical professionals. Recognized for achieving and enhancing consistent sales growth, significant profit returns and return on investment.



Core Professional Strengths

- Strategic marketing and sales promotion
- Consultative sales techniques
- Relationship building; developing strategic partnerships
- Customer service and retention management
- Management leadership and team development
- Presentation/public-speaking skills
- Negotiation, persuasion, closing skills
- New-account acquisition / management
- Product development and expansion
- Training and organizational goal setting

Professional Experience

DEPUY, *Johnson & Johnson Company*, Palm Beach County, FL
South Florida Sales Representative

1998 to Current

Ignited sales from \$900,000 to \$2.9 million
Average product sale: \$3,000

Managed, sold, marketed, and serviced medical products (bio-technology, orthopedic reconstructive implants, trauma, sports medicine and general medical instruments) to hospitals, outpatient surgery centers and orthopedic surgeons in Palm Beach County, FL.

- Number 1 in South Florida territory; increased sales in past 4 years by nearly \$1 million in a declining and recessionary market where orthopedic industry growth declined 08%.
- Expanded market share from 28% to 54% for total hip replacement implants, from 24% to 51% for total knee replacement implants, and from 5% to 88% for total shoulder extremity implants.
- Managed junior sales associates producing successful results in customer service support, new product introduction and increased sales. Developed mentoring strategies to stimulate performance and to accelerate sales performance with co-workers.
- Created a medical sales training program, adopted by DePuy's sales training department. Coached this program to new sales representatives.