

DAVID VAN ALDEN

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INCREASED SALES REVENUE • TERRITORY GROWTH • PERSUASION

Dedicated, top performing Pharmaceutical Sales Professional relocated from South Africa and focused on exceeding targets and growing strong territory and relationships in the local market. Presents with proven ability to drive market penetration through effective analysis, business planning, presentation and training expertise. A personable high achiever.

SALES CAREER HIGHLIGHTS

- Challenge:** Poor regional sales figures caused by neglect of pharmacies in rural areas.
- Action:** Personally resolved to conduct aggressive marketing of company products, focusing on under serviced pharmacies, and to establish and grow healthy customer relations with further 15 pharmacies previously past over by company representatives. Ensured their first impression of me, and the company, was positive and lasting.
- Result:** Increased sales by \$15,000 in first quarter. In second quarter, captured another 12 pharmacies resulting in additional \$50,000 turnover in that quarter alone.
Received management recognition and award for blitzing sales targets and experiencing highest sales figures for Free State over far more experienced representatives.
- Challenge:** Poor company reputation gained from encounters with some past representatives and the need to establish strategies to ensure ongoing revenue growth.
- Action:** Approached pharmacies in friendly, open manner, demonstrating full product knowledge and evident desire to go out of my way to help. Took pains to always follow up and follow through on commitments. Negotiated bulk-buy discounts and reward system for loyalty customers.
- Result:** Turned around poor company image and established firm, profitably relationships. Increased sales and annual revenue in an environment where all parties profit and where revenues will continue to grow.

EDUCATION

Pharmaceutical and Medical Representative Training (2006)

PHARMACY REPS PTY LTD – Adelaide, SA

Curriculum overview: Territory Management / Sales Data Analysis / Detailing Doctors / Approaching & Educating Pharmacists / Medical Representative Best Practice / Industry Operations, Standards and Regulations / others

Master Trainer HIV/AIDS: Disease Prevention (1997)

GENERAL HEALTH SERVICES – Pretoria, South Africa

Curriculum overview: Small group facilitation/ Nature/Causes/Prevention

Business Administration: Advancement Course to Rank of Full Officer (1996)

ARMY UNIVERSITY – Pretoria, South Africa

TECHNOLOGY:

Microsoft Office: Word, FrontPage, Excel, PowerPoint, Outlook; Various Internet search engines; Ability to touch type quickly and accurately.

LANGUAGES:

Comprehensive fluency in English, Dutch, Sotho, Afrikaans.
 Conversant to speak, read, write and translate German.
 Read, write and translate Greek, Hebrew.

PROFESSIONAL EXPERIENCE

JONES & SONS ENTERPRISES LTD – Rosevale, SA 8/2005 to Present
Multi-million dollar diverse family owned business employing 5,000 across Australia.

Despatch Operator

Position undertaken after arrival in Australia while examining local employment opportunities.

Areas of Accountability: Order analysis, picking and packaging; product classification; compile accurate production records; organise floor layout for efficient management; operate and maintain hydraulic lifting equipment; ensure OH&S procedures adhered to.

Key Strengths & Achievements:

- Gained increased customer satisfaction due to personal attention to detail and efficiency. Provide rare uninterrupted production for company due to reliability.
- Promoted to permanent employee in record time and offered privileged status of access to unlimited overtime.

MEDICO PHARMA PTY LTD – Pretoria, South Africa 10/2004 to 5/2005
Pharmaceutical distribution company employing 140 personnel.

Pharmaceutical Sales Representative

Took advantage of opportunity to relocate to Australia.

Areas of Accountability: Marketing range of generic analgesics and antihistamines to pharmacies in across region. Cold calling, territory and relationship management, detailing pharmacists, data analysis and response strategies.

Key Strengths & Achievements:

- Though only employed by company for 7 months, blitzed sales targets and territory growth by capturing additional 12 pharmacies and increasing revenue over two quarters by \$75,000. Received bonus recognition.
- Overcame poor company reputation and general annoyance at previous sales representatives through personable approach to gain acceptance and greatly improved company standing. Introduced bulk-buy discounts and loyalty rewards to gain ongoing revenue growth.
- Consistently conducted informative product presentations inevitably resulting in strong orders. Drew upon aptitude for persuading buyers to purchase superior products at higher prices to gain reputation for quality and reliability with their customers.
- Key member of promotional team launching new generic antihistamine and consulting with pharmacies.
- Ability to break down cost of product per tablet and per day as powerful selling point.
- Maintained detailed, accurate records covering territory management and orders received. Executed data analysis and detailing promptly.
- Kept abreast of competitors' products and informed fellow sales team during personally convened weekly meetings.

RWQ REAL ESTATE – Pretoria, South Africa 1/2002 to 9/2004
Major property sales and administration company, employing 32 estate agents.

Real Estate Sales Agent

Real Estate Sales Agent cont...

Areas of Accountability: Identifying willing sellers and buyers, conducting negotiations, marketing properties, finalising sale contracts.

Key Strengths & Achievements:

- Maximised competitive advantage through maintaining past relations with military personnel who were eligible for housing grants and subsidies, resulting in more unit sales than other agents and increased revenue.
- Secured administration of several large blocks of flats and townhouse complexes gaining additional annual income of \$20,000.
- Conducted presentations to groups and individual buyers on location at display homes or for off-the-plan units. Worked closely with press and other media to launch townhouse complexes.
- Introduced substantial cash bonus for spotters. After advertising in local paper received overwhelming response prompting other agents to rapidly adopted this strategy.
- Completed all prescribed sales and marketing industry relevant courses. Honed strong skills in public speaking, price negotiation, contract completion and lucrative cold canvassing.

TUCKERS MEN'S CLOTHING – Pretoria, South Africa 1/1998 to 12/2001
Upmarket retail menswear store employing 4 permanent, 7 casual sales assistants.

Branch Manager

Areas of Accountability: Sold exclusive range of formal wear, day-to-day store management and operations, supervision and motivation of 11 personnel.

Key Strengths & Achievements:

- By personal example, trained and motivated staff to a friendlier more focused level of customer service.
- Increased revenue through introduction of cash bonus scheme for sales persons exceeding achievable weekly target.
- Resolved issues of inefficient stock control system, lacking ability to provide immediate stock levels, and increased overall revenue by establishing comprehensive numbering system. Also enabled rapid identification and resolution of theft issues.

THE SCHOOL OF ARMOUR – South Africa 1989 to 1998
Armoured Corps of the South African Defence Force.

Achieved Rank of Colonel**ACHIEVEMENTS**

Numerous Commendation Awards: Third Military Hospital
 Editor: SA Army official magazine

INTERESTS & ACTIVITIES

Golf / National Level Judo / Competition Mountain Biking / Water Skiing / Wake-Boarding

COMMUNITY INVOLVEMENT

Overseas Service League / P&F Association / Adelaide Collective Baptist Church

CANDIDATE SUMMARY - DAVID VAN ALDEN

Spelling and grammar are Australian. For your convenience, layout is US standard Letter size.

David Van Alden had moved to Australia to gain a better lifestyle for his family. Upon his arrival he took the first job he could find while he settled in and investigated the local job market. His new role , that of Despatch Operator with a frozen goods company, was a far cry from what he had been doing and his goal of returning to a Pharmaceutical Sales Representative. Still, even there his true worth had shone through and there were highlights to bring out including increased customer satisfaction and reliability.

The challenge, action, result was utilised right at the beginning of the resume to showcase his proactive sales and relationship abilities, his ability to achieve a vastly improved bottom line and company reputation, and his worth to any company who would be wise enough to take him on.

Comments were placed beneath the first two roles to explain why he was in his current position and why he had been in the previous role a comparatively short time even though he was so successful.

He had his resume compiled prior to attending the representative training course, as he did not possess a current resume and knew he would need to present a resume there. He also wanted to be prepared.

Result:

A recruitment professional who regularly attends the course immediately took up his resume and submitted it. As I write he is being flown to Sydney to attend his second interview and I wish him luck.