

# GLEN BARTON

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## FOCUS: SPECIALIST & HOSPITAL SALES REPRESENTATIVE

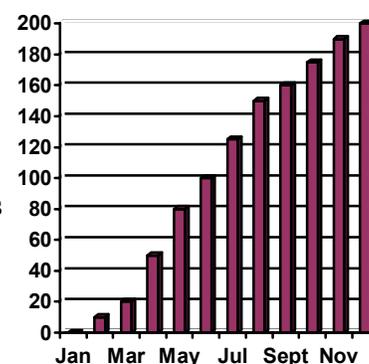
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Expert at building strong influential relationships with practitioners, specialists and opinion leaders to capture product, medications and capital equipment sales.

High achiever capturing phenomenal sales growth and ethical corporate standing. Practical experience in hospital and surgery environments. Exceptional, passionate work ethic combines with astute business acumen, the ability to relay highly technical information and friendly productive people skills. Excellent presentation, communication and listening finesse. Able to set, prioritise and achieve multiple goals.

### CAREER HIGHLIGHTS

- \$ Blitzed sales targets by 200%, sending figures through the roof in 12 months
- \$ Exceeded new product sales budget by 150% in 11 months
- \$ Outperformed peers in individual and state figures for 11 years
- \$ Captured No 1 product position from leading competitor in under 12 months
- \$ Consistently attained weekly Top 10 National Ranking over 4 years
- \$ Surpassed first year sales forecast by 50%



### ADDITIONAL VALUE OFFERED INCLUDES:

- ~ Sales & Marketing Expertise
- ~ Written & Oral Communications
- ~ Rapid Problem Solving & Decision Making
- ~ Negotiation, Influencing & Consultation
- ~ Customer Support & Loyalty
- ~ Relationship Building Expertise
- ~ Organisation & Time Management
- ~ Presentations & Training
- ~ Tenacious Goal Setting
- ~ Reporting & Tracking

## RELEVANT PROFESSIONAL EXPERIENCE

**VETERINARY MEDICAL SUPPLIES PTY LTD** – Brisbane, Qld  
*Veterinary/medical pharmaceutical company posting \$10 million annual revenue.*

2/1990 to 8/2002

**State Sales Manager – 2 years**

**Territory Manager – 6 years**

**Sales Representative – 5 years**

- ~~ Gained reputation as exceptional high achiever who never settled for second best ~~
- ~~ Exceeded sales targets for new product launch by 200% in first 12 months ~~

*Areas of Accountability:*

Drove sales within Queensland and Northern NSW; detailed private practices, specialists, universities and government departments; maintained high level of service; reviewed figures and increased sales across product range; conducted new product launches.

## VETERINARY MEDICAL SUPPLIES CONTINUED

Organised and ran in-house trials and attended surgery to monitor medications and equipment. Organised talks at conferences drawing upon key opinion leaders and specialists. Built strong, productive relationships with key end-users, major specialists and opinion leaders. Interacted socially and organised events.

Conducted talks and presentations on new products to train staff in key practices using 80/20 rule. Gave talks to final year students at Southern Cross University. Monitored own and competitors sales and key accounts. Trained and mentored new company representatives.

Highlights:

- **Sold first 10 biochemistry analysers new to Australian market.** Identified potential clients and conducted presentations and negotiations to close sales. Installed units and conducted training. Recruited and trained team of blood biochemistry analysts.
- **Exceeded new product launch sales targets by 200% in first 12 months** and consistently outperformed other representatives in individual and state figures for 11 years.
- **Drove additional new product launch to exceed sales budget by 150% in 11 months** and achieve sales in excess of \$530,000. Outsold all other states.
- Formulated strategies to enable other states to achieve higher new product sales resulting in **\$670,000 in interstate sales over 12 months.**
- Rapidly absorbed highly technical information to enable accurate, informed detailing of practitioners and specialists. Gained strong experience in ophthalmology, wound care, sedation and anaesthesia, surgery and orthopaedics, oncology and many other areas.

RECENT PROFESSIONAL EXPERIENCE

**BURGERS AN-THE-LOT FRANCHISE** – Indooroopilly, Qld

10/2002 to Present

Manager & Owner

~~ Consistently Attained Top 10 National Ranking 52 Weeks A Year For 4-Years ~~

~~ Achieved \$800,000 Annual Turnover ~~

~~ Exceeded First Year Sales Forecast By 50% ~~

Areas of Accountability:

Implement strategies to increase profit and market share in new shopping centre environment; achieve outstanding service and enhanced image for franchise system; supervise and motivate 18 staff.

Managed day-to-day operations. Negotiated prices and contracts with suppliers to achieve profitable outcomes. Compiled production sheets to monitor fluctuations. Trained supervisors and staff on hygiene, WPHS, customer service and risk management. Organised and conducted training nights.

Highlights:

- **Increased annual sales by 25% over 3 consecutive years.** Improved efficiency to reduce running costs by 8.1%.
- **Voted by customers as finalist in Small Business Achiever Awards.** Consistently received Top 5 Crown performance rating in head office reviews. Voted Best Operator in centre on many occasions.
- **Utilised honed negotiation skills to gain better terms** on rent and outgoings and to achieve greater staff team effort. Introduced Buddy System for new staff to further enhance results.
- **Positioned outlet as benchmark for store standards across the system.** Voted in as member for shopping centre marketing committee.
- **Presented talk on 3 Phase Marketing** at state franchisees conference. Received excellent feedback.

**EDUCATION**

**Certificate in Animal Husbandry**

NORTHERN NSW PASTORAL COLLEGE – Armidale, NSW

**FURTHER STUDY & COURSES**

Negotiating Tactics • Business Network Strategies for Professionals

Professional Selling Skills 1,2,3 • Veterinary Medical Supplies Pty Ltd

Assertive & Managerial Skills • Association of Management

**INTERESTS**

Golf • Fishing • Photography • Gardening • Travel

*~~ Excellent References Available Upon Request ~~*

**CANDIDATE SUMMARY**

**Glen Barton – Best International Résumé**

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

Glen Barton demonstrates the career history of an exceptional high achiever. He is a friendly, outgoing individual able to relate to and socialise comfortably with all levels.

He had taken a break from selling veterinary medical supplies to run his own franchise with outstanding success but now wanted to get back into the medical sales field, this time in pharmaceuticals for people and targeting specialists.

He came to me on a referral from a recruitment company and at first I compiled a reverse chronological resume for him with a synopsis of his key selling achievement near the top. However, once again the rigid pharmaceutical recruitment industry failed to see beyond his recent position as a fast-food franchise operator and he had little success.

By working outside the accepted format of résumé construction and placing his exceptional experience in selling veterinary medical supplies – despite this position being 5 years ago – on the first page under *Relevant Professional Experience* and delegating his current experience to the second page –with no reference made on the first page – under *Recent Professional Experience*, this very slight psychological twist made all the difference and he is now building territory servicing the medical and hospital specialist field.