

BAYH MINE

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SALES/MARKETING PROFESSIONAL

Experienced Sales/Marketing professional with proven success in building rapport and developing win/win attitudes and relationships to meet company and personal goals. Qualified by 17 years sales and account development experience in the health care industry.

Areas of Expertise:

- Training
- Group Presentations
- Budget/Cost Control
- Account Management
- Strategic Marketing
- Sales Management
- Conference Planning
- Field Support Management

PROFESSIONAL EXPERIENCE

HEALTH AND HAPPINESS NETWORK, Indianapolis, IN

1998-Present

Director, Sales and Marketing

Managed a staff of 20 sales executives responsible for start up of professional network of traditional, complementary and alternative medicine providers and holistic practitioners.

- Developed sales strategies and trained new sales staff.
- Developed and implemented marketing plan.
- Coordinated with outside advertising agency for media placement.
- Personally recruited 50 providers in 60 days.
- Assisted in the design of corporate logo and marketing materials.

DALE EVANS INSURANCE CO., Indianapolis, IN

1976-1997

Manager, Tri-State Marketing (1994-1997)

Marketed the federal employee insurance plans for IN, KY, and OH (300,000 lives). Managed seven account representatives and 25 field support personnel.

- Communicated with union organizations to provide information on health care.
- Presented at state and regional conferences.
- Collaborated with other DEIC plans in marketing strategies.
- Counseled account reps in developing sales and delivery strategies.
- Designed and developed marketing action plan.
- Prepared and controlled annual marketing budget of \$1.2 million.
- Increased contracts by 12% in 18 months.
- Received National Award for Highest Contract Gains from HMO's.

Senior Account Executive (1986-1994)

Enrolled groups through solicitation and group meetings to government agencies and employees. Planned, developed, and presented educational programs to federal employees. Trained field personnel. Planned and implemented advertising strategy.

- Developed and conducted workshops for four consecutive years at Federal Employee Program National Conference for VP's, managers, and sales staff of all DEIC Plans. Trained approximately 250 employees each year.
- Increased enrollment by 32% and received 100% Achievers Award.
- Received National Task Force Achievement Award for contribution to success of national conference.

Account Executive (1982-1986)

Performed marketing, sales, and retention activities to federal employees and brokers.

- Increased enrollment by 44% and received 100% Achievers Award. Awarded membership to National Top 20 Club.
- Ranked nationally in top four of commissions earned.
- Instrumental in developing and implementing Federal Employee National Wellness Program.

Customer Service Training Instructor (1979-1982)

Trained 150 Customer Service Representatives on new computer system and improved the employees' efficiency by 40%.

Major Medical Training Instructor (1977-1979)

Medically underwrote individual health membership applications.

- Developed training manual and procedural manual.
- Trained 350 claims processors on new Claims Processing system.
- Participated in a two-year medical underwriting project for individual membership applications.

EDUCATION

Indiana/Purdue University, Indianapolis, IN 108 semester hours toward a Bachelor's degree in Social Work

PROFESSIONAL DEVELOPMENT

Xerox Professional Selling Skills I & II
Sales Skills Spectrum
Strategic Marketing Plan
Budget Orientation

Hold Life and Health Sales License
Xerox Account Development Strategies
SFP Strategic Account Development
High Tech Presentation Skills