

Violet Wolf

Sales Representative

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STRENGTHS

-  **Consultative Sales**
Expertly assess client requirements and match with specific solutions, enhancing satisfaction during each sales process.
-  **Building Relationships**
Focus on creating long-standing connections, earning trust and repeat business from key surgical stakeholders.
-  **Adaptability**
Thrives under pressure, easily learns new product offerings, and adjusts strategies as necessary to meet challenging scenarios.
-  **Training & Development**
Provide comprehensive training to both internal staff and external clients, ensuring proficiency with products and services offered.
-  **Strategic Planning**
Draft actionable plans aligning sales tactics with business goals, ensuring effective market reach and service delivery.

SKILLS

- Consultative Sales
- Relationship Management
- Product Demonstrations
- Market Analysis Clinical Trials
- Training & Development
- Strategic Planning Closing Skills
- Customer Engagement
- Account Management
- Sales Strategy Lead Generation
- Product Implementation
- Healthcare Industry Knowledge
- Negotiation Techniques
- Sales Performance Optimization

SUMMARY

Dynamic sales professional with over 5 years of experience in surgical device sales and a proven record of driving substantial revenue growth. Expertise in consultative sales, demonstrating strong adaptability and energy in fast-paced environments. Adept at building relationships with key stakeholders in the surgical field, including surgeons and operating room managers. Committed to delivering tailored solutions that enhance surgical outcomes and improve client satisfaction. Each engagement focuses on understanding needs and presenting effective products, ensuring successful implementation and exceptional customer experiences.

EXPERIENCE

Surgical Sales Representative

Medical Device Solutions  May 2023 - Present  Colorado Springs, CO

- In this role, significant contributions include driving sales growth through tailored presentations and product demonstrations to operating room managers and surgical teams. Reliable execution of clinical trials and product implementations ensures seamless integration into surgical workflows while nurturing strong relationships with healthcare professionals.
- Drive sales growth through tailored presentations and product demonstrations to operating room managers and surgical teams.
 - Conduct clinical trials and product implementations, ensuring seamless integration into surgical workflows.
 - Foster strong relationships with healthcare professionals, resulting in a 20% increase in repeat business within one year.
 - Collaborate with marketing teams to develop targeted strategies that enhance product visibility in a competitive marketplace.
 - Provide ongoing education and training to surgical staff on the use of new devices, contributing to improved patient outcomes.
 - Achieve and exceed quarterly sales targets, resulting in recognition as a top performer within the company.

Sales Associate

Innovative Surgical Technologies  June 2021 - April 2023  Boulder, CO

- As a Sales Associate, key responsibilities involved engaging with surgeons to identify needs and propose effective surgical device solutions. Led collaborative efforts resulting in a notable increase in territory sales. Established solid strategic relationships across multiple accounts.
- Engaged with surgeons to identify needs and propose effective surgical device solutions, leading to a 15% increase in territory sales.
 - Managed product demonstrations and clinical evaluations, resulting in successful product adoption across multiple surgical departments.
 - Developed and maintained strategic relationships with key accounts, enhancing customer loyalty and satisfaction.
 - Participated in industry events and trade shows, effectively promoting product lines and generating new leads.
 - Assisted in training new sales representatives on effective sales techniques and product knowledge.
 - Consistently recognized for achieving high levels of customer satisfaction through personalized service.

Junior Sales Representative

HealthTech Innovations  January 2020 - May 2021  Fort Collins, CO

- Supported senior sales representatives in executing effective sales strategies and conducting product demonstrations aimed at medical staff. Contributed significantly to account management and market outreach activities that improved overall sales performance.
- Supported senior sales representatives in executing sales strategies and conducting product presentations to medical staff.

LANGUAGES

English Native

Spanish Proficient

MY CAREER



- Surgical Sales Representative at Medical Device Solutions (3.2 Years)
- Sales Associate at Innovative Surgical Technologies (1.8 Years)
- Junior Sales Representative at HealthTech Innovations (1.3 Years)

- Assisted with the management of customer accounts, ensuring timely follow-ups and addressing inquiries.
- Conducted market research to identify potential clients and develop outreach strategies, leading to a 10% increase in new accounts.
- Coordinated product launches and educational seminars, enhancing brand awareness in the local market.
- Monitored inventory levels and assisted in managing logistics for product deliveries.
- Actively participated in training sessions to enhance product knowledge and sales techniques.

LEADERSHIP & AWARDS

- Recognized as Top Sales Performer Q2 2024 by Medical Device Solutions.
- Awarded Customer Service Excellence Award in 2023 for outstanding relationship management.

EDUCATION

Bachelor's Degree in Business Administration

University of Colorado Boulder 🎓 GPA: 3.8 📅 2021 📍 Boulder, CO

Coursework: Marketing Principles, Sales Management, Financial Accounting, Consumer Behavior

CERTIFICATIONS

- Certified Medical Sales Professional (CMSP) 📅 2025
- Advanced Negotiation Strategies Certification 📅 2026

TECHNICAL SKILLS

- **Sales Software:** CRM, Salesforce, HubSpot
- **Communication Tools:** Zoom, Microsoft Teams, Slack
- **Presentation Tools:** PowerPoint, Keynote, Google Slides
- **Analytical Tools:** Microsoft Excel, Google Analytics, Tableau
- **Market Research Tools:** SurveyMonkey, Qualtrics, Typeform
- **Product Management Systems:** SAP, Oracle, NetSuite
- **Email Marketing Platforms:** Mailchimp, Constant Contact, SendGrid
- **Event Management Tools:** Eventbrite, Cvent, Whova
- **Social Media Platforms:** Facebook, LinkedIn, Twitter
- **Content Management Systems:** WordPress, Drupal, Joomla

PROFESSIONAL AFFILIATIONS

- Active Member of the Association of Medical Sales Representatives.
- Volunteer for Health Professional Outreach Initiative.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST