

Sales, Management, and Medical Experience

Below are a list questions with number of years experience, year last used, and a description of my experience. This tool helps potential employers understand my experience and how I might fit within current project employer needs (i.e. examples of how you have used, what skill level you are - advanced or expert, types of project you have been involved in, etc.):

	Total Years Exp.	Last Year Used	Description of Exp.
Overall experience managing and executing a regional sales strategy to include selecting, motivating, and leading a sales team	15	2006	<p>David has over 15 years of management experience.</p> <p>EMDAL Sports Marketing</p> <ul style="list-style-type: none"> Executive Vice President: Hired, trained, and managed over 25 sales representatives. <p>Health Hero Network</p> <ul style="list-style-type: none"> Director of Business Development with 5 direct reports. <p>WebMD (formerly WellMed)</p> <ul style="list-style-type: none"> Regional Sales Manager with 2 direct reports. <p>Thomson Medstat</p> <ul style="list-style-type: none"> Managed a 20% increase in revenue within the western region and recruited a Top Producer from a competing firm. <p>William M. Mercer</p> <ul style="list-style-type: none"> Created a new department within Mercer pooling together necessary skills in computer science, economics, business, system modeling, and healthcare to successfully deliver what is now known as healthcare decision support software. Managed 8 direct reports. P&L responsibility for over \$1 Million per year.
Overall experience with sales territory planning	5	2006	<p>EMDAL Sports Marketing</p> <ul style="list-style-type: none"> Executive Vice President: Hired, trained, and managed over 25 sales representatives. Created territory boundaries and a non confrontational cooperative environment where each sales representative could concentrate their efforts on sales rather than how they got paid or who got the credit. Provided all sales marketing support. <p>Health Hero Network</p> <ul style="list-style-type: none"> Director of Business Development with 5 direct reports. Created a department from scratch, hired new people and recruited within. Created sales territories and responsibilities. Worked directly with sales support and marketing providing sales reps tools for success.

			<p>William M. Mercer</p> <ul style="list-style-type: none"> Created new department within national firm. Serviced all western states, primarily the 5 California offices and the Las Vegas office. No sales territory per say as we were unique and sold internally to all Account Managers and General Managers within Mercer. Worked on large accounts in the office, GM, Hughes Aircraft, Lockheed Martin, Northrop to name a few.
<p>Overall experience as a sales hunter (booking new business)</p> <p>And</p> <p>Overall experience building an established book of business</p> <p>And</p> <p>Overall direct sales experience</p>	15	Current	<p>David has over 15 years of sales experience. Below are a few samples of his achievements.</p> <p>Realty World Homesellers - Sales Agent <i>Residential Real Estate for Business Professionals and Investors</i></p> <ul style="list-style-type: none"> Created a unique combination of services benefiting local businesses, business professionals, and real estate investors. Utilized his economics, research, management, sales, marketing, negotiations, and business development skills to provide unparalleled expertise to his San Mateo County and Santa Clara clients. <p>EMDAL - Executive Vice President <i>Sports Marketing and Promotion</i></p> <ul style="list-style-type: none"> Successfully acquired angel funding, created several business partnerships and marketing agreements with companies i.e. the College Football Hall of Fame. Personally negotiated and closed 3 year contracts with the Orange Bowl, Sun Bowl, Holiday Bowl, and Poinsettia Bowl. <p>Health Hero Network - Director of Business <i>Technology Solutions for Health Monitoring</i></p> <ul style="list-style-type: none"> Developed strategy to pursue the genomic and pharmaceutical research market. Strategy included the pre-drug development phase, Phase III (human testing) clinical trials, and Phase IV post marketing drug studies. Participated in fund raising with platform partners and other companies where future business would be affected by HHN patents. <p>WebMD (formerly WellMed) - Regional Sales <i>On-line healthcare info and data exchange</i></p> <ul style="list-style-type: none"> #1 Regional Sales Manager. Key sales to Wellpoint, Health Net, Group Health, and McKesson HBOC. Created a cooperative concept working with pharmaceutical companies to both enhance WellMed revenue and reduce the cost of our tools to the managed care organizations. <p>Constella Group Inc. - National Account Executive <i>Enhancing human health through innovative science, technology and knowledge solutions.</i></p> <ul style="list-style-type: none"> 1998 and 1999 sales and account management activities for (15) large pharmaceutical companies. 1996 and 1997 sales to managed care organization west of the Mississippi.

			<ul style="list-style-type: none"> • #1 Sales Person 1996, 1997, 1998, and 1999. • Exceeded target sales quota by over 20% 1998, 1999. • Achieved successful sales to proposals rate of 60%. • Identified a strategic partner resulting in \$500K in revenue within first quarter of 1999. • Developed strategy for launching new product lines in the pharmaceutical market. Within the first 3 months closed the company's first deal with the new product offering. • Expanded current insurance and HMO market into the employer coalition market. Increased regional territory revenue by 15% over prior year. <p>Thomson Medstat - Regional Sales Manager <i>Healthcare Information Company</i></p> <ul style="list-style-type: none"> • Built territory potential from zero to over \$4.8M in first year. • Increased regional office revenue by 20%, doubling previous year's new client revenue. • Significant contributor to product line sales and marketing plan by identifying new products and consulting services. <p>William M. Mercer - HR Consultant and Practice Leader <i>Manager of Healthcare Information Solutions</i></p> <ul style="list-style-type: none"> • Increased direct revenue from \$0 to over \$1M per year with \$5M of indirect revenue annually. • Managed projects across multiple divisions; health and welfare, compensation, and retirement. • Expanded from Los Angeles to support all four California offices (Orange, San Francisco, and San Jose).
Overall experience working with physician practices	7	2001	<ul style="list-style-type: none"> • William M. Mercer - 2 years • Thomson Medstat - 1 year • Constella Group Inc - 2 Years • WebMD (formerly WellMed) - 1 year • Health Hero Network - 1 year
Overall experience within the healthcare / patient care market	12	2001	<ul style="list-style-type: none"> • 1989 – 2001
Overall experience selling software solutions	14	2001	<ul style="list-style-type: none"> • 1986 – 2001
Overall experience with Management Programs (ACT, Goldmine, Siebel, etc.)	16	2004	<ul style="list-style-type: none"> • Early user of ACT back in my Mercer days continued using Act through Health Hero Network.

Overall experience with client presentations and demonstrations	20	Current	<ul style="list-style-type: none"> Starting with Mercer using PowerPoint and now using specialty software for real estate Participated in several presentation courses over my professional career.
Overall trade show experience	12	2005	<ul style="list-style-type: none"> From 1993 at Mercer to 2005 at EMDAL.
Overall experience with POMIS (Physician Office Management Information System)	2	1997	<ul style="list-style-type: none"> Constella Group Inc – 1996 and 1997 while working for Value Health Sciences sold to Physician practices MRS (Medical Review System). MRS is a clinical review software system not a financial or accounting system.
Overall experience with HER (Electronic Health Record)			
Claims date and electronic transfer of healthcare information	7	1993 – 2000	<ul style="list-style-type: none"> Collected, analyzed, and sold decision support software utilizing medical claims data since Mercer through Constella.
HER specifically	1	2000	<ul style="list-style-type: none"> WebMD (formerly WellMed) sold HER software and creation process and maintenance ed for WellMed to physician practices and health organizations

	Explanation
Describe your strategic selling approach	<p>Over the years I have taken half a dozen sales courses. Strategy Selling, Consultative Selling, etc. The one I am most impressed with and the one that influenced my sales and sales management technique the most is PRIME selling Please visit http://www.primeselling.com/ for a detailed overview of their technique. Some of the key concepts are:</p> <ul style="list-style-type: none"> It’s never the cost. If they aren’t in your system then you are in theirs. Gap analysis – Identification of their needs and the cost of not solving them. Bridging the Gap – Identification of My Companies solution that fixes the problem. Who ever successfully defines the problem wins the business. Going for the “No” – This is an effective tool once the Gap and the Bridge have been identified and created and the client is still reluctant to sign a contract. The client continues to raise objections as a stall or delay tactic; going for the “NO” forces the client to make a commitment. <p style="text-align: center;"><i>These are just some of the techniques of Prime Selling</i></p>

Describe your method to building and maintaining client relationships	Consultative selling, bridge building, gap analysis. All these methods build trust and establish the sales person as an expert who provides value to the client. As long as a sales person brings value to the relationship you will maintain the relationship. The goal is to become the outside expert called upon when the client runs into a problem.
Describe the book of business you could bring to your next potential employer	I would pull out my old ACT database and Google my former clients which would likely be all over the United States at various levels. Since my last 6 years have been in real estate I doubt I could walk in the door with instant revenue.
What have been your recent attainment goals?	My recent goals include taking the steps necessary to transition out of real estate and back into healthcare sales which I know is a better fit for me both intellectually and professionally.
Describe some of the products / services you have sold and to what type of companies/industries you have sold into	<p>Throughout most of my sales career I have sold healthcare decision support software and consulting services. I have sold these services to:</p> <ul style="list-style-type: none"> • Medical Groups • HMO's • Insurance Companies • Dental Organizations • Large Self Insured Employers • Pharmaceutical companies • Employer Coalitions • Union Organizations
Describe how you keep up with the trends and issues facing the healthcare industry specifically affecting physician practices	Although I have not been working in the healthcare industry recently, I keep up with the current trends and issues through reading the newspaper, going on line, and of course via the media. My management and sales skills are completely up to speed and I do not anticipate a long learning curve before I am fully updated on physician practices and the healthcare industry as a whole.