

Charlene Wells

Outside Sales Representative

CONTACT

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Charlotte, NC

EDUCATION

2012 - 2016

Bachelor of Science in Business Administration

University of North Carolina at Charlotte, NC

Certifications

- Certified Medical Sales Professional (CMSP)** Medical Sales College, 2023
- Salesforce Certified Sales Cloud Consultant** Salesforce, 2017

LANGUAGES

- English (Native)
- Spanish (Conversational)

PROFESSIONAL SUMMARY

Results-driven Outside Sales Representative with over 8 years of experience in the medical equipment industry. Proven track record of increasing sales by building strong client relationships and effectively managing territories.

EXPERIENCE

Outside Sales Representative

2019 - Now

MedTech Solutions, Charlotte, NC

- Manage a territory across North Carolina, South Carolina, and Virginia, generating .5M in annual sales revenue.
- Develop and maintain relationships with over 150 medical professionals, including doctors, hospitals, and clinics.
- Conduct product demonstrations and provide training for new and existing clients, leading to a 30% increase in repeat business.
- Consistently exceeded quarterly sales targets by 15-20% through strategic prospecting and client retention.
- Collaborated with the marketing team to develop targeted campaigns that increased lead generation by 25%.

Sales Associate

2016 - 2019

HealthTech Corp, Raleigh, NC

- Supported senior sales representatives in managing a .8M sales pipeline.
- Conducted market research and analysis to identify potential clients and new sales opportunities.
- Assisted in organizing trade shows and conferences, leading to an increase in brand awareness and client acquisition.
- Achieved a 95% client satisfaction rate by providing exceptional customer service and follow-up.

SKILLS

Consultative Selling	★★★★★
Territory Management	★★★★★
Client Relationship Building	★★★★★
Market Analysis	★★★★★
CRM Software (Salesforce)	★★★★★
Product Demonstrations	★★★★★
Negotiation and Closing	★★★★★