

February 25, 2010

To whom it may concern;

This letter is in recognition of the sales position that is posted. Having served in as a leader in my community for over 8 years, with continued success in meeting business and operational goals, I am confident that I can make a valuable contribution to your organization's future projects, initiatives, and sales goals.

I bring many qualifications to the position including a combination of B2B and B2C sales, team leadership, strategic planning, and business development skills, that I have leveraged to meet and exceed expectations. I analyze core operational/business functions and implement the most appropriate solutions that drive continual business growth. Examples of results from my experience with my recent employers include the following:

- Building sales teams and achieving sales goals
- Implementing training programs for individuals and teams
- Presenting clinical information
- Mastering customer relationships and building communication skills

These recent experiences have built industry knowledge. My résumé is enclosed, which include my qualifications and accomplishments. I would welcome a meeting to discuss our mutual interests.

Thank you for your consideration.

Sincerely,

Molli Lorenzo

# Molli Ann Lorenzo

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## *Executive Sales Candidate for Medical Industry*

**Objective** To become a successful healthcare sales executive while holding my integrity of being a patient advocate, and to build my client base and exceed all sales goals.

- Excellent presentation skills using all forms of software
- Extensive client relationship management skills
- Ability to utilize new training techniques and understand consumer needs
- Strong interpersonal and communication skills
- Extensive knowledge of pharmaceutical and OTC medications and their usage, dosage, side effects

### **Employment**

12/2009-Present **Medical Supply Sales Representative** Infinity Medical Supply  
Built territory, fostered relationships to build client base. Helped coordinate patient care with proper medical supply management. Exceeded **sales** goals while building organization and sales management skills. Built brand recognition and affordable marketing/advertising strategy. Offered Sales Manager within 2 months of employment.

10/2001 – 2006 and 2008-Present **Sr. Certified Pharmacy Technician** Walgreens  
Sr. Pharmacy Technician- Rapid advancement from Pharmacy Technician to District Training Liaison. Enter patient information and prescriptions, process insurance claims and resolve all conflicts. Trained new technicians, interns and pharmacists on operations. Created training programs. Responsible for inventory management. Field **Sales** and Doctor Detailing. Scheduling of large teams.

District Training Liaison- Routinely visited each retail pharmacy to report to district. Supervised opening new pharmacies including inventory set-up and control systems. Developed intensive training programs focus: TQM.

2006-2008 **West Region Manager for Medical Management Review** Great-West Healthcare  
Reviewed medical claims to determine medical necessity. In one month saved company over \$150,000 by converting patients to preferred medications. Assisted in development and implementation of programs to ensure compliance with state and federal regulations. Maintained client relationships, performed numerous presentations for pharmacy continuing education and disease management.

2007-2008 **Independent Sales Consultant** Arbonne International  
Built **sales** team to focus on managing independent business and increasing sales. Planned parties, seminars, network marketing, trade-shows and followed through to exceed sales goals. Trained consultants to properly sell products and up-sell at all times. Quickly learned and utilized knowledge of extensive product line.

**Education** **Metropolitan State College of Denver-May 2009**

- Major in Marketing with a concentration in sales management, B2B Sales, communication
- Major Sales presentation on the “Efficacy of using Humira” explaining district sales techniques
- Senior Level Self Study (with Allergan and Alcon), and on-the-job training as a pharmaceutical sales representative including actual sales calls and product knowledge. Assisted in sales presentation, and formed client relationships while utilizing my pharmacy expertise.

### **Key Achievements**

- Planned and wrote: Marketing Plans, Advertising Strategies, Promotional Strategies, B 2 B Strategies
- Conducted full business and industry analysis followed by full consultative duties to fulfill key business strategies.
- Pharmacy Technician Certification beginning in 2001 to present
- Awarded customer service awards annually from 2000 to present
- Honor Roll and National Deans List awards
- Diversity Training