



# Charlene Wells

Outside Sales Representat-  
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## CONTACT

- +1 234 567 89 10
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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	★★★★★