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## **Business Plan/Top 10 List**

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### **Why I Am The Individual For This Position:**

- Determined to succeed
- High Integrity, ethics and Honest
- Consistent record of developing new business, building relationships, increasing sales and ensuring customer satisfaction
- Team Player
- I want a long-term career
- Able to work in a demanding environment and meet deadlines
- I am a person that is willing to go the extra step to achieve my goals and that of the company
- Ability to learn the products and industry quickly
- I believe in my abilities and myself
- I want to work in a challenging environment
- Able to work with different types of people
- Highly disciplined individual
- I want this position
- Organized
- Rapport builder and excellent communicator

### **Business Plan:**

**Assess Existing Accounts** - to become familiar with the products they purchase and other potential products. Also, keeping in mind the region that these customers are in. i.e., growing market, highly competitive area, slow growth, etc. and adapting to each account accordingly. Research Potential Accounts - to scrutinize the areas where existing accounts are as well as regions that are unmanned.

**Create Dialogue** - to cold call those accounts mentioned above. Utilize the available "tools" of the trade, i.e., product/company brochures, etc. to generate interest. Establish The "Who, What, & When" referring to the necessary information obtained from a potential customer in order to provide the appropriate services for that particular account.

**Create A Need** - to make a potential customer feel that they need to try a product.

**Primary Objectives:**

- To develop territory into an efficient, quality oriented business that is committed to:
- Establishing as the market leader
- To become #1 territory manager
- To be recognized as a source of knowledge and support to clients

**Organization and Planning:**

- Establish an objective for every account call
- Know who to see and ask for referrals
- Maximize time spent at clients
- Further establish myself as a credible, high profile representative in the market place
- Build a solid network of professional relationships throughout the market
- Continue ongoing knowledge and other potential competitors and products
- Prepare professional, precise and polished presentations and proposals

**Personal Development:**

- Develop a further level of knowledge on competitive products, product indications (cost, reimbursements, effectiveness, etc.)
- Become an expert by reading journal articles, company literature and
- Advanced training
- Continue to develop any sales skills through the use of educational cassette tapes, books and Attending seminars