

Ninety Day Performance Plan

*Presented to:
Vice President of XXX Company*

30 Day Plan

Organization

- Organize home and car
- Prepare ViOptix literature
- Familiarize myself with the business, call points, and current opportunity

Education

- Work with current reps to help with transition
- Get into field with “clinical champions” to build talk track
- Differentiate misconceptions and other shock technology
- Home study
- Learn from manager and reps
- Use hospital websites and tools provided

Research & Review

- Leverage personal contacts and relationships within hospitals and surgery centers
- Review current accounts and develop account profiles for each
- Determine inactive customers and cultivate potential customers
- Understand what has made me successful in the past

Establish Goals

- Set short and long term goals as well as objectives for myself
- Quantitative goals: evaluations per week/per month
- “Whatever it takes attitude”

Prioritize Accounts

- Maximize efficiency by targeting “hottest” accounts.
- Visit accounts to establish relationships
- Determine healthcare and IDN groups
- Cold call top accounts - it’s a numbers game

60 Day Plan

Account Management

- Cold calls to accounts is a priority
- Get into OR's "Get into green to make green"
- Accumulate more clinical knowledge
- Introduce myself to medium hot accounts

Relationship Building

- Build a good rapport with decision makers
- Gain trust and build champions
- Effectively communicate technology conceptually
- Dinner presentation. Lunch and Learns.

Organization

- Use daily, weekly, monthly & quarterly planners
- Keep accurate account records and notes

Review

- Review goals, objectives and progress
- Revise objectives if needed
- Review performance with manager

90 Day Plan

Productivity

- Use skills, tips, and knowledge to produce
- Continue updating all account notes and pipeline
- Use previous accounts for referrals
- More calls - set more appointments

Organization

- Remain organized and focused

Review Objectives

- Utilize all opportunities for growth and success
- Focus on meeting and exceeding quota
- Proactively manage my business

Talents & Experience to Make Immediate Impact

Experience

- 6+years selling. 3+ years in the medical device industry
- Numerous relationships with hospitals and surgery centers in Massachusetts/Rhode Island
- Experienced in bringing new technology to clinicians and hospitals
- Experienced in hardware and disposable selling model
- Experienced with new business and maintenance of accounts
- Continuous involvement with purchasing, managers, doctors, directors and departments of administration

Accomplishments

- Currently #2 for Presidents club race (year)
- (year) Q1 Presidents club winner
- Rookie of the year (year)
- Leading sales rep for new business in Q3 (year)
- (year) Q1-Q2 flex contest 1st place
- (year) Vista Contest Winner

Skills

- Extremely competitive and driven to succeed
- Pride myself on relationship selling and closing new business
- Regimented through entire sales cycle as well as on day-to-day basis
- Working with doctors on a complex clinical level