

# RALPH BRAYTON

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## OBJECTIVE

A Pharmaceutical/Biotechnology Sales Position emphasizing exceptional interpersonal, time management and organizational skills. Proven ability to exceed personal and team sales quotas.

## QUALIFICATIONS SUMMARY

15 years of successful sales and marketing experience in pharmaceutical/biotechnology, telecommunications and retail sales. Energetic, optimistic, results-oriented sales professional with strengths in the following:

- National account sales and sales management.
- Client Negotiations.
- Time and territory organization and management
- Team motivation and leadership.
- Creative Problem Solving.

## PROFESSIONAL EXPERIENCE

### MAJOR PHARMACEUTICAL

2001-2004

#### *National Account Specialist*

- Generated over \$1,600,000 annually in Sales to Wal-Mart through “Buy-In” and “Special Buy” programs.
- Managed Wal-Mart and Amerisource Bergen Accounts including pricing, delivery, new store development, etc.
- Motivated and managed Time Management Committee (work schedules, vacation, holidays, sick time) and Hospitality Committee (incentives, celebrations and award programs.)
- Consistently recognized for team leadership, exemplary customer service and “going the extra mile for customers.”
- Generated \$1.3 Million annually in sales for AmerisourceBergen with special promotions.

### MAJOR SCIENTIFIC

1996-2001

#### *National Account Representative*

- Managed Rutgers University, multi-million dollars account.
- Developed new business within Rutgers and directed budgeting, scheduling and secured additional funds for purchase.
- Co-coordinated problem-resolution, market research, merchandise pricing.
- Consistently honored with “All star Awards” for customer service and team excellence.

### SPRINT TELECOMMUNICATIONS

1994-1996

#### *Customer Account Coordinator*

- Received raise for exceeding inbound call quotas of 70 daily inbound calls.
- Cross-sold Sprint long distance services in 25% of calls.
- Recognized for listening and communication skills, problem solving and new account development.

### PARISIAN, INC.

1989-1994

#### *Sales Consultant*

- Built high-end customer base through personal relations expertise, follow through and “add on” sales.
- Consistently exceeded sales quotas by over 20%.
- Proven track record of commission based and salary plus sales.

## EDUCATION/TRAINING

BS, Procurement and Acquisition Management, Athens State College, Athens, GA

Associate of Applied Science, Computer Programming, Calhoun Community College, Calhoun, GA

## CONTINUING EDUCATION

Strategic Selling, Miller-Heiman 2004

Customer Service Excellence 2002