

## Territory Manager

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*Strategic Marketing and Sales / B2B and B2C Approach / Sales Funnel Management / Revenue Growth  
Client Acquisition and Retention / Comprehensive Product Knowledge / Stakeholder Relationship Management /*

Accomplished and results-oriented professional with strong commercial acumen and experience in improving regional sales, managing key accounts, and expanding business growth within well-reputed organizations. Possess strong capability to maintain broad knowledge of products, competitors, and general markets to ensure business superiority and satisfy sales goals. Skilled in converting uncertainty into creative solutions and selling products and services by developing new prospects to accelerate profit margins and expand market share. Strong team builder with capability to coordinate with cross-cultural teams for delivering impactful results in line with objective constraints.

Effective communicator with excellent presentation and interpersonal skills along with ability to sustain long-term relationships with clients and internal / external parties. Possess proven capability to adapt in today's fast paced and challenging environment by thinking outside the box, demonstrating flexibility, and utilizing an innovative mind-set.

### Areas of Expertise:

- Strategic Sales Plans and Methodologies
- Territory Management / Cold Calling
- Customers' Needs Assessment / Gait analysis
- Social Media Campaigns Execution
- Contract Development and Negotiations
- Equipment Ordering / Quality Control
- Customer Service Management
- Conflicts Identification and Resolution
- Team Training and Development
- Cross-Functional Collaboration

## Professional Experience

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Paris Orthotics & Sportmed, BC

### Territory Manager (2016 to Present)

*Maximized referrals figure by 20% in 2017 and 25% in 2018 through tactical territory planning and implementation, while analyzing competitor activities in the region and assessing new opportunities for business development.*

Visit five to 15 person per day and secure multiple appointments through cold calls and check-ins. Maintain in-depth knowledge of 200+ SKUs and physical rehabilitation practices, including custom knee braces and other joint Braces, custom foot orthotics, and exercise and elderly mobility equipment. Perform variety of patient analysis to identify needs and suggest appropriate solutions in respective case. Educate physicians, specialists, and physiotherapists regarding orthopedic and rehab solutions while focusing on producing maximum referrals. Manage two to five in-services weekly and organize pipeline through utilizing capsule CRM. Establish and develop productive relationships with medical professionals, such as new GP's, physiotherapists, and health specialists. Attend community events and sales conventions to gain insight in to industry trends and expand sales volumes. Recognized by senior management for consistently meeting and exceeding targeted goals and objectives.

### Selected Contributions:

- Played an instrumental role in **attaining valuable followers within one month** by supporting in the launching of new website and execution of social media campaign.
- **Boosted sales margins up to 300%** by establishing and executing New Westminster Pedorthic office.

Shoppers Home Healthcare, BC

### Territory Sales Representative (2012 to 2016)

*Managed portfolio of multiple clients across BC lower-mainland areas, including Richmond, Delta, Surrey, White Rock, and Burnaby, and achieved sales target through maximizing 2014-year sales over 40%.*

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# David S. Addison

Delivered exceptional customer services, while selling mobility and home devices to elderly and disabled people. Worked in close collaboration with physiotherapist and occupational therapists in assessing patient needs, devising effective solutions, and delivering equipment. Boosted business growth by managing B2B and B2C sales. Delivered five to eight training sessions on monthly basis to more than 30 therapists regarding specific rehab equipment and practices. Liaised with customers to identify their needs and wholesaled capital equipment to cross-functional entities, including hospital beds to Surrey Memorial Hospital, bathtubs to multiple care homes in White Rock, and wheelchairs to Burnaby General Hospital.

## ***Selected Contribution:***

- **Increased sales margins up to 150% and customer base** by suggesting necessary territory's changes in White Rock, South Surrey to Burnaby, and New Westminster by evaluating sales results and competitive developments.

Fluent Home (Titan Alarm), Alberta East

## **Sales Representative** (2012)

*Achieved average 6.8 sales per week (~\$1K sale) and ranked in top 10% of company as a first year representatives in 2012.*

Provided door-to-door sale services of home security systems and supported home owners in diversified towns of Eastern Alberta from Fort McMurray to Lethbridge. Managed calls to more than 20 person per day and efficiently dealt with incoming objections. Closed same day installations in an accurate manner.

Pentlands Prosthetics and Orthotics, BC

## **Head Prosthetic Technician** (2006 to 2012)

*Served as a technical leader and project manager of creating prosthetic and orthotic devices for well-reputed company and maintained an organized prosthetic lab to provide healthy working environment for employees.*

Liaised with clinicians and patients to design and develop medical device based on client unique needs by utilizing strong knowledge of biomechanics, anatomy, and fabrication. Monitored employees' progress continuously to ensure team performance at optimum level and executed quality checks on wide range of prosthetic and orthotic devices.

## ***Selected Contributions:***

- Initiated application and earned reputation as a first group of private companies for providing cost-effective technical support to Paralympics (Vancouver 2010).
- Attained trust of senior management and employees based on service and effective communication and received proposal from senior management to rejoin company.
- Ordered stationary as per requirements reducing materials cost by 15%, while effectively dealing with vendors and clinicians.

*Additional experience as Quality Control Supervisor and Prosthetic & Orthotic Technician within high-growth organizations.*

## **Education and Credentials**

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**Technical Aspects of Prosthetics and Orthotics Diploma** • George Brown College – Toronto, ON

**Bachelor of Arts in Health Science** • Brock University – St. Catharines, ON

**Certification for Canadian Association of Prosthetics and Orthotics** • BCIT – Burnaby BC

## **Professional Development**

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Marketing Management (Professional Sales Training) • British Columbia Institute of Technology (BCIT) – Vancouver, BC

Online Sales & Marketing • AWOL Academy – Vancouver, BC

## **Professional Associations**

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Down Syndrome Research Foundation, Cancer and Diabetes Society, and ALS Events