

DAVID M. PEEK

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BUSINESS DEVELOPMENT | NEW BUSINESS GROWTH | STRATEGIC SALES

PROFESSIONAL SUMMARY

Business development and sales professional with more than two decades of experience opening new accounts, developing executive relationships, converting opportunities into long term customers, and expanding territory revenue. Built a North Alabama territory from approximately \$800,000 to more than \$4 million in annual sales while generating more than \$1 million in gross profit.

Experienced balancing new customer acquisition with strategic account expansion, with approximately 40 percent of activity focused on new business development and 60 percent on growing existing relationships. Skilled in executive prospecting, consultative selling, strategic pricing, complex quotations, contracts, solution development, and identifying opportunities that improve customer revenue and operating performance.

Brings a relationship driven approach to business development built around understanding the customer's business before recommending a solution. Experienced working with CEOs, CFOs, physicians, materials managers, and other senior decision makers and converting relationships into recurring, high value revenue.

CORE COMPETENCIES

Business Development	Strategic Pricing
New Account Acquisition	Proposal Development
Territory Development	Large Scale Quotations
Executive Prospecting	Contract Negotiation
Revenue Growth	Customer Revenue Development
Account Conversion	Pipeline Management
Strategic Selling	Sales Funnels
Consultative Sales	Market Analysis
Complex Solution Sales	Business Reviews
Relationship Development	Customer Retention
Account Expansion	Cross Functional Collaboration
Opportunity Identification	

SELECTED BUSINESS DEVELOPMENT RESULTS

- Built a territory from approximately \$800,000 to more than \$4 million in annual sales.
- Generate more than \$1 million in annual gross profit.
- Developed essentially all accounts within the territory as new customer relationships.
- Maintain a sales mix of approximately 40 percent new business development and 60 percent existing account expansion.
- Grew multiple accounts from approximately \$50,000 to \$60,000 annually into six figure customer relationships.
- Helped numerous clients generate hundreds of thousands of dollars in additional revenue by identifying new services, laboratory testing, procedures, and equipment opportunities.

- Typically achieve approximately 100 to 105 percent of quota.
- Ranked as high as approximately 70th among more than 1,000 Account Executives.
- Negotiate pricing and support agreements valued at approximately \$300,000 to \$500,000.
- Recovered a strategically important approximately \$1 million customer relationship after previously losing the account.

PROFESSIONAL EXPERIENCE

MCKESSON MEDICAL SURGICAL

Account Executive | North Alabama | 2003–Present

Lead business development, new account acquisition, account expansion, and strategic sales throughout North Alabama for physician practices and ambulatory surgery centers.

- Built annual territory revenue from approximately \$800,000 to more than \$4 million by opening new accounts and expanding customer relationships.
- Manage approximately 60 to 70 active customer accounts generating more than \$1 million in gross profit.
- Developed new accounts throughout the territory rather than relying on an inherited customer base.
- Devote approximately 40 percent of sales effort to new business acquisition and approximately 60 percent to growing established accounts.
- Prospect, develop, and maintain relationships with CEOs, CFOs, physicians, materials managers, administrators, and other purchasing decision makers.
- Convert prospects into customers by identifying operational and financial needs and matching those needs with appropriate products, equipment, technology, contracts, and services.
- Build recurring customer relationships in which initial account acquisition may occur within approximately 30 days, and continued business development occurs through ongoing weekly or biweekly interaction.
- Expand customers beyond the initial sale by identifying additional equipment, product categories, procedures, laboratory capabilities, and operational solutions.
- Grew several accounts from approximately \$50,000 to \$60,000 annually into well over six figures.
- Helped physician practices add new procedures and laboratory capabilities that generated hundreds of thousands of dollars in additional client revenue.
- Identify opportunities for customers to perform appropriate procedures within their offices rather than referring those services to outside hospital environments.
- Evaluate customer volume, workflow, reimbursement, financial goals, and anticipated growth when developing equipment and technology recommendations.
- Create large pricing quotations and participate in strategic business reviews designed to win, retain, and expand business.
- Negotiate customer pricing and coordinate contractual terms with appropriate internal teams.
- Work with internal purchase agreements, specialized account pricing, Group Purchasing Organizations, renewals, and contract expansions.
- Support commercial agreements valued at approximately \$300,000 to \$500,000.
- Increase customer value through contract pricing, cost effective product alternatives, inventory management, and waste reduction.
- Successfully rebuilt and recovered an approximately \$1 million account after the customer relationship had previously been lost.

- Monitor insurance reimbursement trends and customer financial conditions to anticipate future business opportunities.
- Use funnels, pipeline activity, and customer intelligence to forecast business and prioritize sales opportunities.
- Maintain strong account relationships after conversion, creating opportunities for continuous expansion rather than relying solely on one time transactions.
- Earned performance based recognition including Mid-South Producers Trip qualification and DRIVE Program recognition.

COMPLEX SOLUTION EXPERIENCE

Business development experience includes sales and implementation across a broad range of solutions:

Medical and surgical products
 Capital and diagnostic equipment
 Laboratory systems
 Inventory management technology
 Laboratory information systems
 Abbott diagnostics

Beckman Coulter
 McKesson SupplyManager
 Surgery center solutions
 Physician office equipment
 Specialized pricing agreements
 GPO relationships

LEADERSHIP AND MARKET EXPERTISE

- Serve as a surgery center specialist for multiple sales teams.
- Selected to share specialized knowledge related to surgery center markets and products.
- Train and mentor newer Account Executives on selling strategy, prospecting, cold calling, quoting, follow up, product knowledge, and account development.
- Helped train a newer representative in surgery center sales who subsequently secured one of the largest surgery center accounts in his territory.

TECHNOLOGY

Salesforce
 Power BI
 Microsoft Excel
 Microsoft PowerPoint

Microsoft Word
 Microsoft Outlook
 Microsoft Teams
 McKesson SupplyManager

EDUCATION

SPRING HILL COLLEGE

Bachelor of Science, Finance / Economics
 2000