

BETHANY COLEMAN

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SALES, ACCOUNT & BUSINESS DEVELOPMENT MANAGER

"Driving Record-Level Sales and Territory Growth for Industry-Leading, Health and Pharmaceutical Companies and Not-For-Profit Organisations."

RESULTS-DRIVEN SALES, ACCOUNT AND BUSINESS DEVELOPMENT LEADER—Offering 15+ years of verifiable success in generating explosive growth and profitability, surpassing individual and team targets, penetrating new markets and launching new innovative products and categories. Skilled at devising and deploying compelling sales and marketing strategies to meet and exceed business goals. Builds exceptional product and service knowledge base via self-motivated research and learning.

CLIENT-CENTRIC BUSINESS STRATEGIST—Repeatedly broke company records winning million-dollar business and positioning product ranges in the marketplace serving corporations nationally, focussed on lead generation, market strategy, and high growth. Optimistic and encouraging character, driven to exceed expectations and raise the bar on sales pipeline development.

SUPERB RELATIONSHIP BUILDER & GO-TO INDUSTRY SME—Leveraged multi-SME experience and strong industry insight in building authentic relationships, (internally and externally) with multiple stakeholders (customers, suppliers and executives) in health sector. Go-to among teams for extensive industry knowledge and expertise—frequently tapped to train new recruits.

VALUE OFFERED

Business Development – Consultative Solution Selling – Sales Strategy & Delivery – Multi-Territory & Account Management
Lead Generation & Cold Calling – Pipeline Development – Relationship Management – High-Growth Strategy & Innovation
Category Launch & Expansion – Upselling & Cross-Selling – Client Administration & Reporting – Negotiation & Closing
Networking & Client Partnerships – Product Positioning & Presentation – Competitive Market Analytics – Staff Training

Technology: Microsoft Office Suite – Saleslogix CRM Program – PeopleStreme HR Software

CAREER HIGHLIGHTS & IMPACT

"Sales are contingent upon the attitude of the salesman – not the attitude of the prospect." – W. Clement Stone

MAVEN DENTAL GROUP

Rapidly grew existing platinum account portfolio by \$1M (from \$6.5M to \$7.5M) in just 12 months.
Raised average transactions across a wide range of dentistry products, services and workflow solutions.

HBA HEALTH INSURANCE

Exceeded sales targets, realising \$1M in health and life product sales in the first 6 months.
Grew territory fourfold in only 18-months—from 50 clients in just South East Brisbane—to 200 clients across QLD, North QLD, Southern QLD, Northern NSW and the Gold Coast—and tripled sales in the same period.
Expanded corporate client portfolio from an initial 50 companies to over 400 with an average workforce of 200 staff.

LEADERSHIP EXPERIENCE

MAVEN DENTAL GROUP (MDG) | Brisbane, QLD | 2010–2019

Leading provider of high-quality dental products and services to dental industry professionals for over 30 years.

NATIONAL KEY ACCOUNT MANAGER

Budget Accountability: \$7M | Reported to: General Manager

Recruited into newly created role to expand and manage Maven Dental Group's "top 400 platinum business accounts," to deliver solution- and business-focussed product, service and workflow solutions to prominent, high-spending dental practitioners and professionals nationwide (excluding NT). Oversaw end-to-end service delivery via multiple internal functions

from sales to order fulfillment and on-hand technical advice. Realised ambitious \$7M target despite the absence of formal processes, lack of structure for commissions and the unexpected en masse departure of newly appointed CEO, CFO and GM.

Specialised in meticulous client-centred service, known for “going the extra mile” time and time again to ensure client satisfaction, healthy profit margins, administrative and procedural integrity, and a collaborative team spirit.

Selected Highlights:

- **Grew accounts from 250 to 450** and increased value by 80%, by leveraging strong network, building and nurturing trust-based relations with existing and potential clients, exceeding expectations and winning new business via referrals.
- **Raised average transactions across a wide range of dentistry products**, by applying a client- and solution-focussed approach to sales and account management, leading engaging visits and immediately resolving issues.

HBA HEALTH INSURANCE | Sydney, NSW, Brisbane, QLD & Darwin, NT | 2002–2010

Australia's largest not-for-profit health fund. Formed in 1932, HBA has grown to become one of the country's largest combined registered private health fund and life insurance organisations.

BUSINESS DEVELOPMENT MANAGER | CORPORATE SALES & ACCOUNT MANAGER – QLD & NT (2004–2010)

Seconded for hybrid role to recover, develop and grow HBA's market share of health business across QLD and the NT, following a period of limited growth, business stagnation and threats to corporate business due to lack of sales representation. Enhanced the performance of new sales recruits through training and mentoring, with a focus on nurturing existing client groups via regular visits, developing call cycles, identifying and opening new business and engaging with clients one-on-one.

Clearly articulated HBA's value proposition and overcame objections through intelligence gathering and solutions orientation to build market position, expand client numbers and achieve sales goals.

Selected Highlights:

- **Surpassed sales targets to achieve \$1M in health and life product sales in the first 6 months.**
 - Grew territory fourfold in only 18-months—from 50 clients in just South East Brisbane—to 200 clients across QLD, North QLD, Southern QLD, Northern NSW and the Gold Coast—and tripled sales in the same period.
 - Analysed past sales results, applied innovative sales strategies to improve sales in low target groups and designed custom sales presentations for corporate prospects built around a suite of products, solutions and industry needs.
 - Ensured the end-to-end delivery of health and wellness solutions to customers from the initial membership signup and membership card distribution to becoming a financial member and early phase follow up.
 - Created annual contact and activity plan with corporate companies for new recruit onboarding, wellness days and expos. Identified prospects to present HBA solutions to staff, via contact schedule and weekly on-site presentations.
- **Won new high-value corporate business**, through cold calling, walk-ins, and referrals to Queensland branches and related companies by leveraging Sydney client corporate base. Average referral sales included 1 company and 4 client referrals per month with a conversion rate of 8.3 out of 10.
- **Boosted productivity, client relations and team collaboration**, by efficiently managing sales pipeline, key account data and reporting via Saleslogix CRM (now known as Infor CRM), including client call cycles, engagement and opportunities.
- **Met monthly performance goals and aligned personal productivity with HBA's strategic plan**—averaging 93% across financial and non-financial activities such as compliance and product knowledge—tracked in PeopleStreme HR software.

CORPORATE SALES ACCOUNT MANAGER (2002–2003)

Budget Accountability: \$540K | Reported to: National Corporate Sales Management

Initially recruited to drive commercial results for wellness partners, employers and partnership sales channel in the hospital, medical and general health sector across the Sydney and outer Sydney region. Challenged to reach \$45K monthly targets,

despite underdeveloped processes, siloed mindset and team culture and changes inside the leadership team all while navigating the corporate acquisition of 2 additional health funds. Collaborated internally through regular interstate field trips.

Rose through the ranks of sales responsibility, directly due to proven ability to source new high-value business opportunities and uncover potential in untapped territories that has translated into consistent long-term profitability.

Selected Highlights:

- **Expanded corporate client portfolio from an initial 50 companies to over 400** with an average workforce of 200 staff, by head hunting and cold calling new business opportunities.
- **Doubled sales targets to achieve monthly revenues of \$106K+**, managing key corporate accounts for the health sector, and building progressive relationships with Hospital Directors, Managers, CEOs, HR Managers and Nurse Unit Managers.
 - Developed and coordinated wellness programs and expos to compliment client's health and wellbeing initiatives.
 - Contributed to weekly sales strategy meetings and informed management on development within the health sector.
 - Retained existing accounts and won new business, through applying persuasive and proven sales methodologies.
- **Improved sales enquiries and conversions by 20% in May/June 2014**, by designing and distributing a flyer to corporate clients as a "call of action" for staff to join before EOFY. Initiative was later rolled out and used by all HBA sales agents.
- **Improved membership benefits and mitigated threats to entitlements**, by keeping abreast of changes in legislation (particularly during state and federal budgets) and identifying strategies to overcome potential impacts to memberships.

EARLY CAREER & FOUNDATION FOR SALES & ACCOUNT LEADERSHIP SUCCESS TRAJECTORY

Business Development Manager, ABC Energy Limited, 2000–2002

Achieved Top Sales Performer (ABC) in new housing development areas by cold calling customers and achieving on average, 5-8 gas and electricity contract sign-ups per day.

EDUCATION, PROFESSIONAL DEVELOPMENT & MEMBERSHIPS

Diploma of Personal Concierge Services, Institute of Concierge & Lifestyle Managers (iCALM), Sydney, NSW, 2019

Key Account Management Certification, Australian Institute of Management (AIM), Sydney, NSW, 2018

Lean Six Sigma White Belt Certification, University of Sydney (USYD), 2016

Member, Australian Institute of Management (AIM)

ENDORSEMENTS & RECOGNITION

"I had the privilege to be Bethany's client while she worked with Maven Dental Group. She went well above and beyond what I expected from her. She was always enthusiastic, courteous and assisted and resolved enquiries promptly."

—Carl Pearson, Principal Dentist, Steve Martin Dental

"I had the pleasure of meeting Bethany whilst she was a Corporate Sales Account Manager at HBA Australia. I was one of Bethany's clients. She went above and beyond to assist me with private corporate health insurance which for me was a complex and tedious subject! She went out of her way to explain to me in immense details all of the benefits... She came to visit my work site 3 times for me to be completely comfortable and transparent on my options. Beth's dedication to client satisfaction is second to none. I would highly recommend her for frontline engagements as a Key Account Manager."

—Kason Bula, Senior Business Analyst, QLD Trains

"... Customer service is a priority for Beth. She excels at imparting her knowledge and answering queries to the customer's satisfaction (this is not always easy when your role involves explanation of highly complex and somewhat confusing matters). Beth is always professional, courteous and enthusiastic. From an external client's perspective, she is a delight."

—Jason Old, HR Business Partner, QLD TAFE