

# Director, Strategic Accounts Cover Letter

4161 Leeanne Village Elmertown, MS 75020

**Dear Rowan Ondricka,**

Please consider me for the director, strategic accounts opportunity. I am including my resume that lists my qualifications and experience.

In the previous role, I was responsible for performance reports and dynamic financial models to the various Healthcare Solutions teams for use in negotiations, business reviews and contracting.

Please consider my qualifications and experience:

- Previous experience in pharmaceutical training, pharmaceutical marketing, and pharmaceutical sales management
- Lead the identification, prioritization, exploration, and analysis of IDN Workflow opportunities, and develop specific sales strategies and business initiatives that support the achievement of growth objectives
- Serve as the key Workflow representative in the team selling process for key IDN engagements, and communicate deal status to all key internal stakeholders regarding next steps to drive sales process forward
- Provide strategic guidance and hands-on involvement to internal sales and sales support resources that are part of Local Sales Team
- Educate internal stakeholders on Workflow industry trends, health system initiatives and priorities, value based selling messaging, and competitive intelligence
- Develop strong working relationships with field sales peers and managers, and provide guidance and oversight of all aspects of the IDN sales process
- Establish high level of credibility with Sales and Executive leadership regarding Workflow sales strategy, forecasting accuracy, and process consistency
- Coaching team members on the challenger sale methodology and how to lead organizations through a buying process

**Thank you in advance for taking the time to read my cover letter and to**

Sincerely,

Greer West