

## **Todd A. Shafer**

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### **Objective**

It is my desire to find employment that allows me the freedom and flexibility to interact with customers and arrive at amicable solutions that will benefit both my employer, and my customer. I want to be challenged with new opportunities. I desire to work for a company that will encourage me to learn more and grow within their ranks.

### **Business Development Assets**

#### **Track record of converting prospects into long-term, profitable clients**

Successfully develop new business by identifying prospects' needs and demonstrating how a company's solution will provide value and a return on investment. Establish strong client base through respect, trustworthy relationships, dependable customer service, and excellent written and verbal communication.

#### **Core Strengths:**

- ✓ **Analytical Listener:** Recognize customers' needs, even when customers don't
- ✓ **Client Cultivator:** Gains clients' trust through honesty and respect
- ✓ **Effective Seller:** Excellent writing and verbal skills compel to action
- ✓ **Ethical:** Establish relationships with colleagues and customers
- ✓ **Experience:** Over 11 years of diligent prospecting and marketing to clients

#### **Achievements:**

- ✓ **June 1999-July 2000** – I was approached and accepted the position of Webmaster for an interim period.
- ✓ **November 2000** – Instrumental in winning Kinney Drugs, LTC, New York account (4 pharmacy locations)
- ✓ **July 2001**- First contact with Advocare (NuCara) in Iowa which eventually resulted in 5 pharmacy locations
- ✓ **October 2001**- Volunteered to become co-editor/author of quarterly newsletter distributed to RNA users
- ✓ **June 2002**- Compiled resources and team to win Kroger LTC accounts, eventually resulting in 3 pharmacy locations
- ✓ **Spring 2005**- Worked with IT staff to develop competitively priced, ASP-Hosted (SaaS) solution

#### **Software Trainer | RNA Pharmacy Solutions, Englewood, OH 2009 -2010**

- ◆ **Prepared for training session based upon implementation pre-install report**
- ◆ **Conducted on-site and on-line training sessions for new and existing clients**
- ◆ **Initiated training exercises (quizzes) to enhance learning retention**

- ◆ Assisted with customer support troubleshooting calls when no trainings were scheduled

### **Sales and Marketing | RNA Health Information Systems, Englewood, OH 1999-2009**

- ◆ Created and updated marketing materials distributed to new prospects
- ◆ Made initial contacts with new prospects through company website “request more information” form, phone, tradeshow, networking, e-mail, etc.
- ◆ Listened carefully to prospects needs and determined if the lead was qualified
- ◆ Gathered and maintained all prospect information in ACT! and Outlook BCM, CRM databases
- ◆ Assigned leads to field representatives and ensured follow-up
- ◆ Scheduled, and conducted on-line and in-person demonstrations at tradeshow
- ◆ Prepared custom software quotations and worked with our in-house IT dept. to ensure hardware and network quotation complemented the software quote
- ◆ Co-edited newsletter and worked to promote annual Users’ Conference
- ◆ Oversaw contract preparation and participated in “closing” efforts
- ◆ Scheduled implementation cycle and coordinated with implementation staff
- ◆ Co-developed print ads and profile page for annual Buyers’ Guide
- ◆ Negotiated contract terms between prospects and upper management
- ◆ Developed creative solutions to problems as necessary

### **Distribution Manager | RNA Health Information Systems, Englewood, OH 1989-1999**

- ◆ Distributed drug price, drug clinical and programming updates to our customers through various forms of magnetic media
- ◆ Received and processed Medicaid claims from customers nationwide and submitted claims via magnetic media to proper state organizations
- ◆ In this role I worked with both mainframe computers and PCs
- ◆ Maintained records of all incoming and outgoing shipments...I initiated the computerization of these records
- ◆ Responsible for all shipping and receiving in the company...maintained relationships with all carriers and vendors

#### **Computer Skills**

MS Office Excel, Access, PowerPoint, Word, MS Outlook BCM, ACT!, some experience with Unix and Oracle scripting

#### **Education**

Sinclair College – Marketing Management Degree, Graduation Dec. 2011

#### **Community Involvement**

Cub Scout Pack 840, West Carrollton, OH- Assistant Den Leader, 2004-2009

Popcorn Fundraiser Chair 2006-2009

Boy Scout Troop 331, West Carrollton, OH- Assistant Scoutmaster, 2010 –present

Quartermaster, 2010-present

Cheerfully provided upon request

## **References**