**JOHN D. FAIN**

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**Senior Sales Leader: Home Healthcare**

**Territory & Revenue Growth ⎥ Sales Team Development ⎥ Multi-Site Management**

***Top-performing Sales Leader with proven success providing leadership and strategic direction for multimillion-dollar sales operations across multiple states in the home healthcare industry.***

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* **Results-driven Sales Director** with a track record of exceeding sales and business objectives. Develop and implement business plans, achieving territory expansion and market share increases. Identify and leverage business growth opportunities; manage market analysis, sales planning, and performance reviews.
* **Proven Team Builder** adept at recruiting and retaining top sales talent. Experienced in developing and coaching sales managers and teams to drive performance excellence while maintaining customer satisfaction.
* **Effective Communicator** able to build positive relationships and influence key stakeholders and decision makers. Deliver high-impact presentations to C-suite executives with hospital systems, managed care organizations, accountable care organizations, physician groups, and more.

Sales Management Expertise:

* Revenue Growth
* New Market Penetration
* Territory Management
* Strategic Sales Planning
* Sales Team Development
* Team Mentoring & Coaching
* Client Base Expansion
* Business Development
* Market Analysis
* Sales Training
* Multi-Site Management
* Contract Negotiations
* Executive Presentations
* Budget Management
* Customer Relationships

**Professional Experience**

***Director of Sales:* Raleigh Network, Brookdale Home Healthcare – Raleigh, NC 2017 – Present**

Directed all aspects of sales, team leadership, account management, and strategic market planning for home healthcare and multiple community facilities. Expanded business, continually evaluating team performance, sales figures, and territory data. Maintained compliance with all applicable laws and regulations.

* Led rebuilding of sales team to foster a positive environment that drives performance excellence.
* Developed and implemented sales strategy and area business plans.
* Successfully opened numerous new major accounts, including hospitals, skilled nursing facilities, rehabilitation facilities, clinics, and physician practices.
* Developed, coached, and motivated a strong team of Home Health Sales Coordinators.
* Drove sales and profits through leading new business development and expanding existing client base.
* Identified and capitalized on business growth opportunities.

***Director of Business Development:* Personal Touch Home Health Services – NYC, NY 2014 – 2016**

Provided senior-level sales and marketing leadership for this provider of home healthcare services. Coached large-scale sales staff and guided in attaining sales objectives and professional development goals. Conducted field training with Sales Representatives weekly. Built and maintained solid customer relationships with key executives and influencers. Managed budget, fiscal planning, and resource allocation.

* Led the development and execution of sales strategies spanning 55 offices across 11 states—achieving $480M in annual revenue. Directed all aspects of business development to achieve exceptional results in revenue growth, market share objectives, and sales performance.
* Developed and implemented strategic sales planning for each office to develop new markets and expand existing accounts. Conducted in-depth analysis of profit factors, market conditions, volume, and competitors.
* Hired, trained, and mentored a high-performing sales management team, overseeing 68 sales professionals.
* Created and implemented a corporate sales training program and customer service training program based on industry-leading methodologies and proven techniques.

***Director of Sales & Marketing*: Cape Cod Home Infusion Services – North Falmouth, MA 2010 – 2014**

Directed sales and marketing strategies for a leading regional provider of home infusion therapy services in New England. Led a successful turnaround initiative from financial deficit and ceased operations into thriving sales operations in multiple new markets.

* Launched successful territory expansion into the Greater Boston and South Shore markets.
* Recruited, trained, and coached a team of Nurse Liaisons to drive new market growth.
* Negotiated multiple contracts with accountable care organizations and integrated care organizations.

***Division Director:* Overlook VNA – Charlton, MA 2006 – 2009**

* Opened four new offices in the first year.
* Grew average referral activity in key location from 23/monthly to 109/monthly in the first year.
* Exceeded annual sales objectives within 255 days, achieving 1,000+ referrals in the fiscal year.

***District Manager:* Kelly Health Care Resources – Des Moines, IA 2004 – 2006**

* Directed sales and operations for 12 offices spanning five states (IA, NE, WI, MO, KS).
* Hired and developed a new team of sales representatives throughout the five-state territory.
* Increased revenue the first eight months from 5,700 hours per month to 7,866 hours per month.

***Sales Director/Co-Owner:* Lighthouse Home Care Services – Des Moines, MA 2002 – 2004**

* Successfully launched this private duty nursing company.
* Grew business from zero to 488 billable hours in the first year.
* Negotiated sale of business in 2004.

Additional Experience:

***Division Director of Sales & Marketing,* Northeast Division: Tender Loving Care/Staff Builders**

**Education & Training**

Studied Business; Bryant University – Smithfield, RI

Dale Carnegie Sales Course

Critical Care America Sales Course

Professional Selling Skills I, II, and III

Face-to-Face Selling Skills

Customer-Oriented Selling

Immunology and Disease State Management