DEBORAH L. CLARK
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SUMMARY OF QUALIFICATIONS

- Received a Bachelor of Science (Business Administration) Degree.
- Highly motivated, accomplished, results-driven Sales Professional with over 15 years of experience.
- Proven ability to interface with Association Directors, Managers and Business Owners.
- Excellent communication skills which resulted in achieving the highest number of scheduled appointments in one week for Mid-Atlantic Medical Services Inc.
- Consistently exceeded sales quota receiving 4 Top Sales person award and 5 Top Recruiter award for Mass Mutual.
- Possess excellent phone skills, leadership skills and motivational skills.
- Generated sales in excess of $1,000,000.00.
- Responsible for contacting and scheduling appointments with Associations throughout the United States.
- Trained and developed Financial Services Representatives through mentoring, coaching during cold calls and educating them on company products.
- Increased the company clients from 0 to 1 million members in the first year by developing a strong rapport with potential Associations and Non-Profits, finding their particular needs and matching them with specific products.
- Through successfully marketing Insure Easy Life Inc. products, both in person and over the phone, on average scheduled approximately 15 cold calls appointments per week.
- Responsible for a 30% growth in new accounts and a significant increase in activity of existing accounts, generating total sales in excess of $150,000 within a four month period.

PROFESSIONAL BACKGROUND

Insure Easy Life, Inc.* (2009 to Present)** ***Sales and Marketing Director

- Interface directly with top-level executives; negotiate high-dollar contracts and coordinate implementation.
- Generated the highest volume of new accounts which took the company from zero members to 1 million members.
- Establish and maintain relationships with key corporate decision-makers.
- Responsible for creating solutions for mid-size and large associations to help them leverage their membership benefits and increase their non-dues revenue.
- Engage in providing high quality service to Executive Directors, Membership Directors regarding membership benefits.
- Conduct follow-up services for all new accounts ensuring customer satisfaction.
- Engage in providing high quality service to associates and their membership by cross selling products.
- Educate customer about terminology features and benefits of product in order to improve product related sales.
- Made cold calls to Associations throughout the United States successfully getting them to agree to initial appointments.
- Surpassing all sales goals in spite of challenges associated with cold calling and new accounts, received Top Sales Associate award from 2009 to present.
- Averaged 750 cold calls per week with an average of 15 appointments.

Met Life Financial Group* (2006 to 2009)** ***Agency Sales Director

- Principal responsibilities included recruiting and supervising **on average 15** Financial Services Representatives (FSR) and guiding applicants through the selection process.
- Understood and met diversity and recruiting objectives as articulated in the Agency Business Plan.
- Managed, developed and coached FSRs in telephonic sales techniques; educated FSRs on company products; established sales expectations and production requirements.
- Maintained an ethical and professional work environment.
- Enforced compliance rules and guidelines and partner with senior management.
- Developed a performance plan for each FSRs whose primary responsibilities were providing financial services to individuals and business owners through the use of insurance planning and investment vehicles.
- Conducted regular sales meeting; maintained knowledge of current products; stayed up-to-date on MetLife polices, systems tools and with industry trends regarding field management best practices.
- Participated in company-sponsored management and leadership development programs.
- Complete continuing education requirements to maintain licenses.

West Financial Group./MassMutual* (2002 to 2006)** ***Sales Manager

- Assist business owners with developing sound financial portfolios, through strategic and goal-oriented assessment planning.
- Maintained lasting business relationships for the agency.
- Ensured that clients receive the best available information on succession planning or covering day-to-day business expenses, life insurance, investment options, and deferred compensation retirement plans—all geared towards obtaining exceptional financial results.
- Met with individual and families to protect or improve current income, as well as style of living, through the use of insurance planning vehicles.
- Assisted women in becoming economically empowered…
- Recruited and trained new associates.

Northwestern Mutual Life/Baird Securities* (1997-2001)** ***Financial Representative

- Provided financial planning services, in the areas of Wealth Accumulation, Planned Giving, Life Insurance Planning, Educational Planning, Retirement Planning, Long Term Care Insurance, Executive Benefits, and Health and Dental Plans.
- Serviced a wide array of clientele, including individuals and families, professionals, and business owners.
- Represented many prominent organizations throughout the Washington, D.C. metropolitan area.
- As a member of the National Council of Negro Women (NCNW), made possible a series of hands-on financial planning workshops, during NCNW's 48th National Convention
- Served as a Friend of the DC Commission for Women and took an active role in the National Federation of Democratic Women.
- As a former member of Zion Baptist Church, delivered a keynote address on the importance of financial planning during The Women's Ministry, and in February 1999, was elected to the Board of Church Administration. Member DCLU.

Mid-Atlantic Medical Services, Inc. (MAMSI) ***(1995-1997)*** ***Account Executive***

- Strategically marketed and sold managed healthcare plans and life insurance plans to small and mid-sized companies.
- Assessed financial risk using medical underwriting guidelines.
- Forecasted and analyzed sales activity to meet company goals.
- Managed approximately 1200 sales leads using computer and organizational skills.
- Interacted with various departments to manage sold accounts effectively (i.e. Member Services).
- Assisted in training and developing new account executives. Accomplishments include: sales person of the month award,
- highest number of scheduled appointments in one week in office history, member of the 100 Member Club.
- Generated sales in excess of $1,000,000.00.

St. Anthony Publishing, Incorporated ***(1994-1995)***
Telesales Representative

- Responsibilities included the maintenance and expansion of products related to healthcare coding and reimbursement (while conducting outbound/inbound business-to-business telesales) through a consultative approach.
- Collaborated with the marketing department on sales campaigns and direct mail efforts.
- Analyzed and captured customer needs through demographic surveys.
- Recommended solutions through the utilization of publications, seminars, software and consulting services.
- Responsible for a 30% growth in new accounts and a significant increase in activity of existing accounts, generating total sales in excess of $150,000 within a four month period. Recognized for top sales during 4th quarter of 1994.

EDUCATIONAL BACKGROUND

BLOOMFIELD COLLEGE, **Bachelor of Science**, Business Administration (Management concentration)
Life and Health Insurance License (State of Virginia)
Continuing Education credits earned as required by the State of Virginia
Continuing Education courses, workshops, and seminars in Sales/Marketing and in-house programs.

REFERENCES FURNISHED UPON REQUEST