

## **Example - Brand Skills Sheet with Testimonials**

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### **Key Strengths Summary**

**Strategic – create alternative ways to proceed. Given any scenario can quickly spot the relevant patterns and issues.**

As National Director of Sales at Boots, due to the changes in healthcare purchasing approaches, had to conduct a strategic review of the impact for the specialty businesses. Was able to develop account plans that focused on customer goals and objectives and that resulted in a 17% immediate gross sales increase and a rise in net profits of 3%.

*"Paul has good strategic thinking skills" and "Very strategic and driven"*

**Context – enjoy thinking about the past. Understand the present by researching its history.**

Generally I have a strong belief in continuous development and improvement, which I have followed throughout my career. I believe that this desire for more information makes me a highly efficient, result and challenge driven professional with an exemplary background in researching and then developing and implementing new methods of marketing to healthcare professionals, as well as be an empathetic coach who works with people in an ongoing partnership designed to help produce win-win results.

*"Paul shows good support of his employees, gives us decision making power and trusts us to do the job. Paul is fair and constructive in his feedback"*

*"Paul manages key accounts creatively but also with reliability for core business, looking for ways to learn, research, reduce costs and adds value for the customers"*

**Activator – can make things happen by turning thoughts in to action. Can sometimes appear impatient.**

When Business Unit Director for Medication Division saw that there was a disconnect between Internal and key customers, meaning that business development for Medication Division was falling short. Took that situation and created a new business development team comprised of 3 key sales personnel who were seconded to the position for an initial 90 day period. The project was successful resulting in a 10% increase in sales and the permanent formation of that team.

This has now become the normal approach to key accounts globally and has been implemented in a number of other countries under my supervision.

*Paul is a dynamic professional. He can be seen as a person that wins at all costs... saying that he is seen as a leader and 'gets things done'*

*"Great person to deal with and always there to help out in tough situations. Have always felt that Paul is a superstar in the vendor community and a pleasure to work with. Would always consider him a true partner"*

**Achiever – have a great deal of stamina and work hard. Take great satisfaction from being busy and productive.**

In 2004 I was the recipient of both the Presidents Leadership award and the Gold Leaf Winner and believe that both these awards were a direct result of my application and dedication to the tasks at hand. The Gold Leaf is recognition of inter-team co-operation and the Presidents Leadership award is only handed out once per year for the most improved team as judged by peers and colleagues.

*"Paul instills confidence in those he works with and customers. Paul is fiercely loyal and supportive of those he believes in and trusts. Those who work hard get well rewarded and respected by Paul."*

*"Dedication to the job.....Driven to succeed.....Drive for results"*

**Focus – can take a direction, follow through and make the corrections necessary to stay on track. Prioritize and then act.**

I always look for the positive in all outcomes, while it is important to be cognitive of the potential shortfalls, it is critical to go forward with a belief that the best outcome is going to happen, When I was National Sales Manager we had experienced a highly successful product launch in the pharmaceutical area, but for the 2<sup>nd</sup> quarter sales had lagged. We had anticipated a slight drop off due to initial overstocking, however uptake on the product had not been as high and we corrected the sales team follow up procedures that resulted in faster and more frequent follow up with physicians and sell through of product faster.

*"Paul always believes that Boots will be successful in all situations. That transcends to the team.....he is enthusiastic and can generate a lot of energy in the group"*

*"Focused on the goal"*