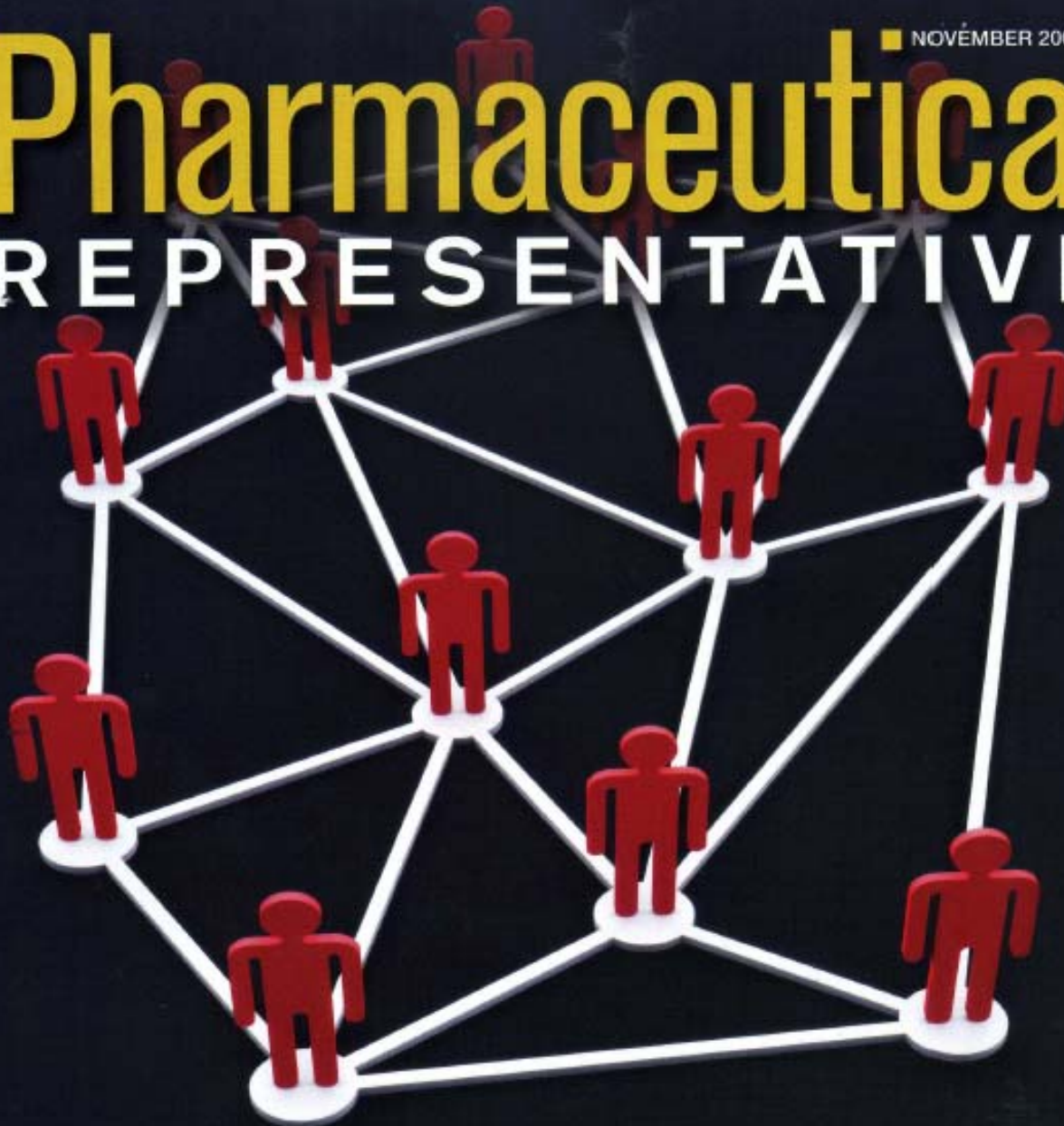


NOVEMBER 2009

BUILDING A BETTER SALES FORCE

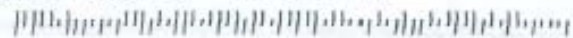
Pharmaceutical REPRESENTATIVE



Connecting the Dots

SOCIAL MEDIA MAY BE THE NEXT BIG THING,
BUT IS IT WORTH THE RISK?

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Taking the Lead

by Kimberly Farrell

Stand Up, Stand Out

If you don't have a biography, you should. What you need to know to make you and your bio outstanding

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Sample Bio

Kimberly A. Farrell is the founder and CEO of Northbrook, IL-based, Unlimited Performance Training®. Ms. Farrell leads the award-winning corporate training company specializing in sales, sales management and multicultural leadership development design and delivery. Ms. Farrell has over 25 years experience within and serving Fortune 500 companies.

A highly sought after keynote speaker, Ms. Farrell has been featured in hundreds of regional and international training, sales and medical conferences on a variety of leadership topics. Her expertise ranges from executive and career development strategies, the development of women leaders and pharma sales and sales management training development.

Ms. Farrell has a track record of giving back to the community by volunteering on not-for-profit boards. She served on the Board of Directors for the Society of Pharmaceutical & Biotech Trainers and 11 years on the Editorial Pharmaceutical Representative Editorial Advisory Board. Ms. Farrell is the founder of the Chicago Healthcare Businesswomen's Association Chapter.

Ms. Farrell has a degree in business from Long Beach State University where she was co-captain for the Division I basketball team. Kimberly lives in the Chicago area with her family where she enjoys golf, quilting and basketball.

Several years ago, the chairperson of an international medical conference asked me to speak on work/life balance. As part of the pre-conference speaker requirements, I needed to submit a biography. I told them I would send it by the end of the week, and began frantically writing it, but without a road map I found it surprisingly difficult to put my accomplishments down on paper. I wanted the content of my biography to be descriptive, yet short, and to contain the credentials I have as it related to this specific presentation and the audience.

Since it is important to write and keep a current biography on hand, I have listed below some key considerations for putting together a stand out biography. A professional biography should include:

- A recent professional photo (head and full shot)
- List accomplishments, including career highlights (emphasize highest level of experience and distinctions in functional area)
- Cite education, certificates and licenses (degrees, certificates of executive education, published work)
- Highlight volunteer work
- Outline awards and honors
- Spotlight some appropriate personal information to provide topics for conversation openers.

Once your biography is up-to-date and accessible for use, it is important to be mindful of the practices for providing someone else your biography and suggesting they might consider using it. I find the best way to get a positive response from others who have the option of circulating your biography is to let them know you have a current biography, that they can use it if it might

help them to introduce you, and ask them if they would like you to send a copy to them.

It is a nice option to have someone else submit the biography on your behalf, when possible. The person could be your boss, a senior executive, a secretary, a mentor or an advocate.

Recently, I asked a group of women I mentor to submit their biography and resume to me so I could understand their backgrounds and experiences prior to our first coaching session. Only one of the four senior women had an updated resumé, and none of them had a biography.

Still, it is a useful exercise and comes in handy in a variety of instances. For example, the bio can be useful to introduce yourself to the chairperson of a regional or national committee that you were recently appointed to. Or, you might want to consider submitting a biography to introduce yourself prior to an internal interview, highly visible presentation or customer meeting. Also, a biography could be useful when submitting a nomination letter on your behalf for a top award, whether internal or external.

If you have never written one before, or need to update yours, now is the time. Any *Pharmaceutical Representative* subscriber can write a one-page biography, e-mail it to me and I will offer a quick review with feedback. Please make sure you include your contact information. Use "Pharm Rep Stand-Out Bio" in the subject line of the e-mail. The offer will be good for one month only. ☐

Kimberly A. Farrell is the CEO of Unlimited Performance Training, Inc. She specializes in the development of women leaders. She can be reached at Kimberly.Farrell@UPTraining.org.