

Denise Guy

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Sales Management Professional

Recruitment ~ Leadership ~ Team Management

I am a dynamic and results-oriented individual with a successful track record in the optical industry. I have an advanced communication skillset useful in how I manage and approach my staff, peers, and clientele. In the years I have worked in the optical industry I have consistently led my team to meet and exceed forecasted sales goals and expectations. I bring with me special abilities including a high attention to detail, decision-making skills, organization, and out of the box thinking. I am willing to travel for this position.

Career Accomplishments • Vision Service Plan Optics Group

- As a manager I recruited and mentored the most successful optical sales team in VSP's history.
- In 2011 I led my team to exceed forecasted budgeted numbers by 142%.
- As VSP's west coast regional sales manager I developed and implemented strategies to grow our private pay lab work alongside our traditional avenues of insurance based work. This was highly successfully leading to an increase of private work from 22% to 39%.
- Using in-depth training and motivation I pushed my team to use new and innovative strategies in convincing our clients to sell our premium product lines. In the past 18 month we increased the average selling price of private pay from \$62 to \$110.

Professional Experience

Vision Service Plan Optics Group, Rancho Cordova, CA 2005-2012

Director of the Western Region, Management (2011 -2012)

Regional Manager, Management (2008 -2011)

Account Executive, Outside Sales (2005-2008)

- Recognized as "Director of the Year" for 2011.
- Recognized as "Regional Manager of the Year" in 2009 & 2010.
- Recognized as "Account Rep of the Year" in 2006-2008.
- Led my team to receive "Lab of the Year" for the last 3 consecutive years.
- Trained and motivated a highly successful team of account executives.
- As a manger I changed our approach from selling products to product education.

Hoya Vision Care, San Diego, CA 2002-2004

Sales Consultant, Outside Sales (2002-2004)

- Traveled to numerous accounts throughout Southern California and Nevada
- Completed training in products, marketing strategies, and patient care.
- Became ABO certified.
- Recognized on multiple occasions for outstanding sales and leadership.

Additional employment experience as a sales manager for Schmidt Laboratories/Zeiss as well as previous experience working in private practices as a manger/optician available upon request.
