

# DEMETRIOS J. BALLAS

Kings Park, New York 11754

(516) 398-8853 ▪ demetrib@gmail.com ▪ www.RepOfTheYear.com

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## SENIOR SALES EXECUTIVE

*Business Relationship Management ▪ Account Management ▪ Business Development*

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### PROFESSIONAL PROFILE

Seasoned and award-winning sales professional offering more than 13 years of solid and outstanding experience in hardware and software solutions industry. Utilized consultative selling techniques throughout complex and multiple-level sales processes. Consistently exceeded sales quota, developed interactive business relationships with senior executives, created and implemented persuasive account strategies for a competitive marketplace, and effectively sold customized computer products and services.

### CORE COMPETENCIES

<b>SALES AND MARKETING</b>	<ul style="list-style-type: none"><li>▫ Successfully developed and implemented strategies to expand book of business and increase account penetration while maintaining profit margin</li><li>▫ Prospected for new business opportunities leveraging existing client base</li><li>▫ Implemented consultative sales process</li></ul>
<b>CUSTOMER SERVICE</b>	<ul style="list-style-type: none"><li>▫ Exceeded client expectations for service by consistently providing follow-through on promises and maintaining professional, ethical standards</li><li>▫ Achieved exceptionally high retention rate through decisive problem solving and an ability to assess and resolve client concerns</li></ul>
<b>MANAGEMENT TRAINING</b>	<ul style="list-style-type: none"><li>▫ Aggressively directed field office operations and identified opportunities to reduce costs and expenses</li><li>▫ Practiced effective time management skills to direct staff and maintain multiple priorities</li><li>▫ Expert trainer utilizing adult learning principles, with skills to develop curricula, learning plans and materials</li></ul>

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### SELECTED ACCOMPLISHMENTS

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#### SALES

- **Rep Of The Year 2009 #1 in North American Laser Sales**
- **#1 in Sales out of all 2008 Rookies, was awarded Rookie of the Year for 2008**
- **#2 in Sales out of 46 sales reps Nationwide for Biolase Technology 2008**
- Led a team which achieved an annual quota of **\$3,000,000** in **1999** and grew to over **\$100,000,000** in **2006**.
- Consistently exceeded 100% sales quota with 105% as lowest and 163% as greatest; average achievement throughout the term at Canon USA was **128%**.
- Recognized as **RFA of the 4<sup>th</sup> Quarter 2004** - nominated by peers and selected by manager and director, based on performance and dealer/reseller feedback.
- **Member of the Canon Diplomat Club** for Sales Excellence.
- Awarded as **IBM Representative of the Year 1999** – selected by Senior Management #1 out of a 54 person team.
- Accelerated sales on the retail hardware floor and was promoted in the first two months of employment to account manager at CompUSA.
- Successfully sold and leased technology to major corporations and government agencies.
- Received various e-mails and reference letters from senior management, showcasing talents.

#### BUSINESS SOLUTIONS

- Resolved one of the national account's billing issue - enhanced the issuance of bills to local vendors during product delivery process by installing small scanners into delivery trucks; sold 1,800 scanners, as well as tracking and auditing software, this yield over a \$2,000,000 sale in hardware alone.
- Reduced shipping costs of the Customer Service Department of a large Restaurant Parts Supplier which receives 200-300 requests per day for product information, manuals and diagrams by computerization of searching process; successfully suggested to put iR devices and DR-Scanners to be used with Gateway, Mailbox integration and Imageware Scan Manager software.

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- Successfully suggested a system to a public school district that released an RFP (Request For Proposal) for an EDMS (Electronic Document Management System).

## PROFESSIONAL EXPERIENCE

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### BIOLASE TECHNOLOGY INC. – IRVINE, CA

#### PRACTICE CONSULTANT - LASER SPECIALIST

2007-PRESENT

- Rep Of The Year 2009 #1 in North American Laser Sales
- Started in a leadership role at Biolase covering 26 states and 17 sales reps in 2007
- In 2008 decided to acquire a local territory
- Achieved (#2) ranking in sales company-wide and was voted Rookie of the Year 2008
- Provided complete practice solution from sales to training and support
- Lectured on Laser Dentistry to various dental groups including students and residents at NYU, Maimonides, Buffalo, Stony Brook, and Eastman to all kinds of Dental Study Clubs.

### CANON USA ▪ LAKE SUCCESS, NY

#### REGIONAL SALES DIRECTOR, (50 STATE TERRITORY)

1999 – 2007

- Sold Canon Technology to various c-level customers
- Trained various nationwide dealers, distributors, technicians, and customers on Canon Product
- Provided technical sales support and consultation to clients
- Trained representatives on the equipments
- Conducted presentation and display of Canon products to large audiences and trade shows
- Completed various technology training from Microsoft, IBM, Compaq, etc

### IBM – MARKETSTAR ▪ COMMACK, NY

#### REGIONAL MERCHANDISING REPRESENTATIVE

1998 – 1999

- Provided training to retail sales representatives on IBM products and services
- Managed a 67-store territory (L.I. to Buffalo NY and all of CT) which included CompUSA, Circuit City, Staples, Office Max, and Micro Center

### COMPUSA ▪ HAUPPAUGE, NY

#### CORPORATE/GOVERNMENT ACCOUNT MANAGER

1997 – 1998

- Maintained and expanded existing business relationships
- Prospected and qualified new customers; initiated and established new relationships from the interest generation stage through to close
- Facilitated communication between cross-disciplinary teams

### A.C.L.D. ▪ GREAT NECK, NY

#### SUPERVISOR

1995 – 1997

- Managed daily operations of a 12-bed Community Residence for mentally disabled adults
- Served as liaison between community and the agency
- Oversaw and maintained client's finances, case management, counseling, implementation of program plan and ongoing communications with families
- Hired and trained 21 staff members with weekly supervision

## EDUCATION

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### STATE UNIVERSITY OF NEW YORK ▪ STONY BROOK, NY

#### BACHELOR OF ARTS IN OCCUPATIONAL PSYCHOLOGY – MINOR IN BUSINESS ADMINISTRATION

1995

### STATE UNIVERSITY OF NEW YORK ▪ FARMINGDALE, NY

#### ASSOCIATE OF ARTS IN BUSINESS

1993

## AWARDS AND HONORS

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Biolase Rep Of the Year 2009 - Biolase Rookie of the Year 2008 – Presidents Club 2008

IBM Rep of the Year 1999 Award - Canon RFA of the Quarter ▪ Canon Diplomat Club for Sales Excellence

**“Demetri your leadership and teamwork will continue to grow our business”**

Matthew Hunt, VP Global Sales, Biolase Technology Inc.

**“Demetri has gone above all expectations, he has worked tirelessly on Saturdays and has established huge relationships with all our sales reps. I wish all our vendor reps were like him.”**

Ed Reilly – Regional General Manager – Henry Schein Dental

**“I want to express my admiration and respect for Demetri. I have worked with a lot of reps, but I’ve got to tell you, Demetri is a class act. His attention to detail, presence in front of a crowd, and his respect for his customers is wonderful.”** - Dr. Howard S. Golan - DDS