

DEMETRIOS J. BALLAS

Kings Park, New York 11754

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

SENIOR SALES EXECUTIVE

Business Relationship Management ▪ Account Management ▪ Business Development

PROFESSIONAL PROFILE

Seasoned and award-winning sales professional offering more than 20 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 annual sales quota, developed interactive business relationships which increased sales production, created and implemented persuasive account strategies for a competitive marketplace, and effectively sold customized technology, products and services.

CORE COMPETENCIES

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

SELECTED ACCOMPLISHMENTS

SALES

- **2018 Award for Highest ASP (Average Selling Price) in North America for iTero Sales**
- **Rep of The Year 2017 #1 in iTero Sales for US and Canada.**
- **Rep Of The Year 2015, 2011 & 2010 #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 2009 & 2013**
- **#3 in Sales out of 44 sales reps Nationwide for Biolase Technology 2012 & 2014**
- 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%**.
- **Member of the Canon Diplomat Club** for Sales Excellence.
- Awarded as **IBM Representative of the Year 1999** – selected #1 out of a 54 person team.

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

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PROFESSIONAL EXPERIENCE

ALIGN TECHNOLOGY INC. – SAN JOSE, CA

2016-PRESENT

TERRITORY MANAGER FOR iTERO INTRA-ORAL SCANNERS

- 2018 – Award for Highest ASP in North America
- 382% Revenue Growth in 2017
- 140% Revenue Attainment
- Quota for 2017 = \$4,761,603
- Results in 2017 = \$6,639,815

BIOLASE TECHNOLOGY INC. – IRVINE, CA

PRACTICE CONSULTANT - LASER SPECIALIST

2007-2016

- Rep Of the Year 2015 #1 in North American Laser Sales
- Rep Of the Year 2011 #1 in North American Laser Sales
- Rep Of The Year 2010 #1 in North American Laser Sales
- Started in a leadership role at Biolase covering 26 states and 17 sales reps in 2007
- Achieved (#2) ranking in sales company-wide and was voted Rookie of the Year 2008
- 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
- Educated and Motivated Dentists to acquire and incorporate product into their business practice

CANON USA ▪ LAKE SUCCESS, NY

NATIONAL 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 ▪ RALEIGH, NC

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

EDUCATION

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

iTero Rep of the Year 2017
Biolase Rep Of the Year 2015, 2011 & 2010
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