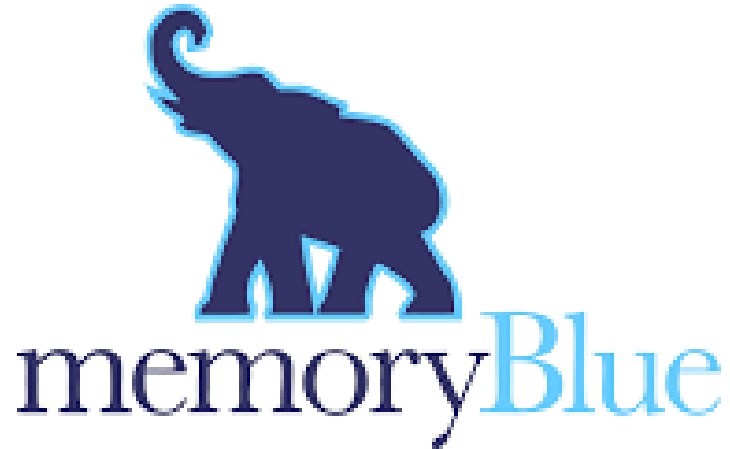


2019 Alumni of the Year Award

Finalist Information – Michael Breslin



Michael Breslin

Director of Corporate Accounts
Centrak, Inc.
memoryBlue Exit Year: 2013



2018 Opening Highlights:

Michael's success included the following key metrics –

- ▶ Achieved 215% of a \$2.5 million quota
- ▶ Recognized as one of the top sales executives in the company
- ▶ Reached 152% new business quota
- ▶ Increased year-over-year territory sales growth by 318% for Northeastern United States

His work also included generating 168% in revenue, more than his previous four year combined.



Michael Breslin

Finalist Application -- Q & A



#1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).

In 2018, I had led my corporate accounts team, covering 15 states for a \$50M+, Healthcare IT company, CenTrak. Some of my distinguished accomplishments included:

- Increased my year over year territory sales growth by 318% in the Northeastern United States.
- Achieved 215% of a \$2.5 Million quota by selling \$5.3M+ of RTLS hardware into strategic enterprise healthcare systems and academic medical centers throughout a 15-state territory.
- Generated 168% more in revenue this year than I did over the past 4 years at CenTrak combined.
- Sold systems to 21 existing hospitals. A few notable customers include: Mount Sinai Health System, Partners - Massachusetts General Hospital, Vidant Health, Wellspan Health, and Albany Medical Center. Additionally, I procured business with 3 new enterprise customers: Hackensack/Meridian - Jersey Shore University Medical Center, Deer's Head Hospital Center, and HCA CJW Chippenham Hospital for a total of \$3.8M. That's 152% of quota in new business alone! Lastly, I totaled 156 net new purchase orders for my company, all while continuing to build and work a \$18M rolling pipeline.
- This past year's successes, along with many other accomplishments, led me to be awarded President's Club for the 3rd straight year and recognized as a one of the top sales executives within the organization, an honor which I have achieved 4 out of the 5 years while employed at CenTrak.
- I continue to sustain an elevated level of performance year after year, and live by the motto, "How you do one thing is how you do everything." It is for this reason, and those outlined above, I should be memoryBlue's 2019 Alumni of the Year award winner.

Michael Breslin

Finalist Application -- Q & A



#2: What is one thing you do that differentiates you from other sales professionals?

- ▶ Besides the fact that I am level headed, self-assured, and repeatedly recognized for my incredible organizational and strategic skills, the ONE thing that sets me apart from other sales professionals in my drive.
- ▶ I wake up eager and hungry for the next sale, the next partnership, and the next level, I can create. I strive to be persistent yet respectful and am inspired by my boss and mentor Steve Bollinger's saying, "Gentle Pressure, Relentlessly Pursued." Using my drive, natural ability to work a room, and my subtle charm, I've been able to connect with customers on a deeper level that creates long lasting relationships.
- ▶ Now that I have been in the industry for 7 years, I am no longer stressing over what to say or how to present information. The features and benefits of our products and solutions has become second nature to me. I am now focused on getting these customers great outcomes and return on investment. I have navigated through some tough meetings and discussions with high level executives and have found that providing them what their cost savings will be, how our product will improve their quality of care, as well as reduce hospital acquired infections, will 9/10 close the deal. I leave the meeting with my customers excited to expand and improve their hospitals. Success!
- ▶ While these qualities are important, they do not guarantee success. However, when combining these attributes, with industry knowledge, discipline, and a strong work ethic, my results exceed expectations and so can yours.

Michael Breslin

Finalist Application -- Q & A



#3: What key things did you do to develop professionally in 2018?

- ▶ A year ago, I had the opportunity to be elevated to the highest level within our sales organization, as Director of Corporate Accounts. This was somewhat of a prodigious move as the position generally requires someone with 8-10 years of experience in direct sales and a strong track record of enterprise level corporate sales successes. I took on the responsibility of managing some of our most important and complex installed base customer deployments with great proficiency and continued to grow my skill set at an alarming rate, handling the most complex sales situations with great enthusiasm.
- ▶ In the past, when I had corporate C-Level administration meetings I would ask my VP or senior executives to attend the meetings and help me assist with the relationship building and to show that we want to earn their business. This past year I took on full ownership of these meetings and built meaningful relationships on my own. I had the opportunity to support quarterly business reviews with my account management team, attend various presentations with our subject matter experts and account executives to support them while selling at the facility level.
- ▶ Lastly, I continued to read sales and motivational books, articles, and watch documentaries, to further my knowledge of the industry. I've still got that hunger to grow my craft, and learn about my industry, and I encourage you to do the same.

Michael Breslin

Finalist Application -- Q & A



#4: How are you serving as an ambassador for memoryBlue?

- ▶ I became a memoryBlue alumni 6 years ago and have continued to serve as a memoryBlue ambassador ever since.
- ▶ Being a Leader:
- ▶ In every position I have ever been in, I have exceeded all expectations. That is what memoryBlue is all about, breaking the barriers, and showing “them” who is boss. While at memoryBlue, I was acquired by my client Ekahau within 7 months of working there. At Ekahau, I was elevated within the first 5 months as the business development team lead for the company. Now at CenTrak, I have been promoted 3 times and delivered exponential numbers over the past 5 years. I am always the go-to person for hard hitting questions, strategic brainstorming sessions, and organizational breakdowns, even for top executives in my company!
- ▶ Mentor and be mentored:
- ▶ Over the years I have had the opportunity to be a reference and mentor to several memoryBlue alumni as well as other peers and former colleagues. I’ve helped the individuals with recruiting, interviewing, and the onboarding process. Several times I was able to take a few former memoryBlue alumni under my wing as they continued to develop their careers and create their own mark within the organization. We discussed strategy, industry news, and bounced sales techniques and ideas off each other.

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Michael Breslin

Finalist Application -- Q & A



#4: How are you serving as an ambassador for memoryBlue?

- ▶ I also consult with several memoryBlue alumni and executives regularly. We discuss best practices, recent successes and wins, industry news, current goals and performance. This networking has added an incredible value to my career as well as personal life.
- ▶ memoryBlue advocate:
- ▶ This past year as usual, I attended memoryBlue social events and continued to market their brand with the highest professionalism.

Michael Breslin

Finalist Application -- Q & A



#5: What one piece of advice would you give to someone that is brand new to sales?

- ▶ The one piece of advice I would give someone brand new to sales is to keep grinding and find what lights you up inside, take that fire and direct your focus on it. Become THE expert on it. There are a lot of different directions you can go within a sales organization from Account Management, Business Development, Channel Management, Strategic Alliances, Sales Management, Inside Sales, Corporate and Strategic Accounts, etc. That doesn't include all the verticals, industries, small businesses, large corporations, and everywhere in between. Within every vertical and role, you can create your career and a successful living. I have found over the years that sales can be intimidating when you first get into it, if you hang on, ride the roller coaster, keep motivated, and driven, you will eventually be able to navigate and find the right position for you. I believe it is important to find the path that you are most passionate about and chase your goals until you have exceeded them. Once you become comfortable within your industry or sales path, you will develop fundamentals to take you to the next level.
- ▶ The key here is to not become complacent. I encourage you to always be growing and think outside the box, keep that hunger that drove you in the beginning. I have learned that you cannot be successful without being willing to challenge yourself and the status quo. Change can be uncomfortable, but on the other side of it is growth. And growth is what leads to a fulfilling and purposeful career and life.
- ▶ Remind yourself: "Every day in every way, you are getting better and better." (Emile Coue)

Michael Breslin

Finalist Application -- Q & A



#6: Give an example of how you exhibited mentorship or leadership in 2018.

- ▶ This past year we grew our headcount over 125% while enduring a lot of turnover. With all the onboarding, and attrition within the organization, seasoned sales professionals and new employees who were looking to find their place within the organization approached me as the SME of our various solutions and asked for guidance on how to approach various situations internally and customer facing.
- ▶ Internally
- ▶ Often businesses are complex, and each one is unique. At this point in the evolution of my company, CenTrak is transitioning from channel sales to a direct sales organization in a very complex and delicate sales model. Being able to navigate the interorganizational channels can be tricky and challenging. I have found that being able to understand your internal team will allow you to cut down on administrative and operational work. I was able to do this for several of my colleagues this year and share this knowledge with others. I suggest having a mentor or someone who can help you with your internal needs as they arise or become that person for someone else who could use it.
- ▶ Externally
- ▶ As my role continues to grow and expand I am having to rely more and more on my Account Executive, Inside Sales, and Account Management team to help build relationships, facilitate customer meetings, submit project initiation forms for designs, and work up small quotes for approval. This year I was able to help onboard two individuals, get them caught up to speed within their assigned accounts, and hand them off for them to run. I am still by their side to coach and give direction along the way.

Michael Breslin

Finalist Application -- Q & A



#7: Share a specific example of how you exhibited HUSTLE in 2018.

- ▶ HUSTLE is my middle name, I still have the SWAG t-shirt Marc Gonyea gave me in 2013. Not to mention how I crush my quota this year (achieved 215% of 2018 quota), brought in \$5.3M+ worth of revenue, procured 156 purchase orders, and was able to negotiate two new business opportunities that were each worth over \$1.6M for a total of \$3.3M. I also, picked up two new states due to a colleague's departure. These states were ripe with opportunity and the accounts needed a lot of attention. It wasn't easy, but by keeping my head up, HUSTLING, being dedicated to my career and driven by result, 2018 has paid its dividends and I was able to see a 150% increase in year over year income.
- ▶ HUSTLE is a trait I learned early in my career, but the definition has evolved over time for me. At first, I thought that to hustle meant you had to grind, be flustered, stressed, and this was how you survived and thrived. Then, I realized that you can still HUSTLE by working smarter not harder. This past year I was promoted, over doubled my quota, and was able to surpass my quota again, which is an accomplishment that very few, if any within my organization are able to attain. I feel proud of how far I have come in the past 7 years, the growth I have achieved, and I am only getting started! memoryBlue provided me an incredible opportunity to step into the SALES GURU role I was meant to be in. This industry has positively attributed to many personal and professional goals and my hunger for it grows deeper each day.

Michael Breslin

Finalist Reference: Ari Naim

Relationship: CEO of CenTrak, Inc. (Manager)



- It is with great pleasure that I provide a reference for one of my company's most successful sales reps.
- Five years ago, Michael was hired into CenTrak as a junior Account Executive. At that time in the evolution of the company, we were transitioning from channel sales to a direct sales model and Michael was part of a pilot group. Michael hit the ground running and clearly demonstrated the desire and acumen to be very successful in what is a very complex and nuanced sales model.
- I had the opportunity to watch Michael present our system to a number of multimillion-dollar customers. I was impressed with his ability to focus the customer on the specific benefits that were important to them. This involved understanding our highly technical product, identifying the needs of the customer and explaining in a simple manner how our solution met their needs. For these and other reasons, Michael was recognized as a "Rising Star", in his first year, leading our nascent Account Executive team in sales. In addition, Michael took on the responsibility of managing some of our most important and complex installed base customer deployments with great proficiency. This resulted in Michael being promoted to a Senior Account Executive position in a relatively short period of time.

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Michael Breslin

Finalist Reference: Ari Naim

Relationship: CEO of CenTrak, Inc. (Manager)



- ▶ A little more than a year ago, in an unprecedented move, Michael was promoted to a Director-level position in Corporate Account Sales. My goal is to reward those we identify as our future leaders and challenge them to achieve even more ambitious goals. Since his promotion to Director of Corporate Accounts, Michael has increased his year over year territory sales growth by three-fold in the Northeastern United States and achieved over double his quota by selling over \$5M of RTLS hardware into strategic enterprise healthcare systems and academic medical centers throughout his 15-state territory. So far, our predictions of his sales leadership abilities are proving true.
- ▶ What is particularly pleasing to see is the rate of sales growth Michael has demonstrated; this year he will have sold more than the previous four years combined! As a result of these, and other successes, I was honored to award Michael the President's Club award for the third consecutive year – an honor which he has achieved 4 out of his 5 years while employed at CenTrak.
- ▶ Michael's achievement based on his capability and drive combined with his passion for excellence in his performance is the reason I believe he should be considered memoryBlue's 2019 Alumni of the Year award winner.