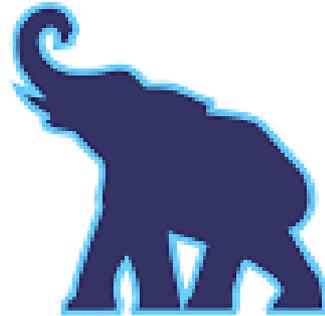


2018 Alumni of the Year Award

Finalist Information – Michael Breslin



memoryBlue

Michael Breslin

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



2017 Opening Highlights:

- ▶ Awarded the inaugural Barry Bascope award at Centrak in 2017. This prestigious honor was awarded for being the top performing sales executive in the company, beating out a team of over 30 seasoned sales professionals.
- ▶ Achieved 214% of a \$1.1 million-dollar quota by selling over \$2.3 million of RTLS hardware into thirteen existing customers and bringing on four new enterprise customers.
- ▶ Production directly resulted in promotion from Senior Account Executive to Director of Corporate Accounts due to exceptional quota achievement and consistent new account growth. Now carrying a multi-million dollar quota, responsible for selling into the largest health systems and academic medical centers covering a 15 state territory in the Northeastern United States.





memoryBlue

Michael Breslin

Finalist Application -- Q & A

#1: Explain why you deserve to be memoryBlue's 2018 Alumni of the Year. Expand on information from your initial application (where possible).

I deserve to be this year's memoryBlue Alumni of the Year for many reasons:

- ▶ In 2017 I was the first person awarded the Barry Bascove award at CenTrak. This prestigious honor was awarded to me for being the top performing sales executive in my company, beating out a team of over 30 seasoned sales professionals. This award was created in memory of Barry, a strong-willed man and true sales professional, who passed away from pancreatic cancer this past year. This award speaks volumes, not only representing the MVP of the sales organization but also a perfect company cultural fit and sales driven professional.
- ▶ I was also promoted from Senior Account Executive to Director of Corporate Accounts by reaching year after year quota achievement as well as consistent new account growth. I am now carrying a multi-million dollar quota, responsible for selling into the largest health systems and academic medical centers covering a 15 state territory in the Northeastern United States.
- ▶ This year alone, I was able to achieve 214% of my \$1.1 million-dollar quota by selling over \$2.3 million of RTLS hardware into thirteen existing customers and bringing on four new enterprise customers.

CONTINUED



memoryBlue

Michael Breslin

Finalist Application -- Q & A

#1: Explain why you deserve to be memoryBlue's 2018 Alumni of the Year. Expand on information from your initial application (where possible).

- ▶ Additionally, I recruited former memoryBlue alumni to my current company, serving as a mentor to multiple alumni and other colleagues.
- ▶ Lastly, I was a reference for a former memoryBlue employee to secure a new position, attended sponsored memoryBlue social events and promoted memoryBlue via social media and word of mouth.



memoryBlue

Michael Breslin

Finalist Application -- Q & A

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

- ▶ I love learning about my craft and industry. I am constantly looking for a new angle or tool to put into my arsenal. Whether it be reading a book, such as "How to Win Friends and Influence People" by Dale Carnegie or what I am currently reading "Hope is Not a Strategy" by Rick Page, to watching YouTube videos in the evening about various sales technique and tactics. I believe it's important to continue to grow and own your craft.
- ▶ I encourage others to think outside the box, because I've learned that you cannot be successful without being willing to challenge yourself and the status quo. If you continue to grow and expand and don't get complacent, then new opportunities will arise. Remember to tell yourself, "Every day in every way, you are getting better and better."



memoryBlue

Michael Breslin

Finalist Application -- Q & A

#3: What key things did you do to develop professionally in 2017?

2017 was an incredible year of growth for me personally and professionally. Two things that stand out were my ability to increase my impact on the company, and development of new skills.

Increased My Impact

- In the beginning of the year, I was selling at the hospital / facility level and by the end of the year, I was selling at the enterprise / corporate level. I was working with senior level executives and administration to close business and now I work with these decision makers daily on strategic business decisions, escalating both their careers and mine.

Developed New Skills

- I began to read, watch and learn from my peers and colleagues and listen to industry visionaries and thought leaders. I focused on my own technique and honed my skills. It's also important to self-reflect and learn from your own experiences on what you could have done differently and what worked.



memoryBlue

Michael Breslin

Finalist Application -- Q & A

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

- ▶ Since leaving memoryBlue in 2013, I have continued to serve as an ambassador over the years. In May 2017, I recruited Ben Davis, a former memoryBlue alumni, to join my company and the Account Executive team covering the Midwest territory. Ben, along with the rest of the Account Executives, had limited healthcare and RTLS experience prior to joining CenTrak.
- ▶ From the recommendation by memoryBlue CoFounder Marc Gonyea, the connection, like-mindedness and similar interests from the beginning, it was a no brainer to take Ben under my wing. I supported Ben through the interview and onboarding process. After getting him hired, we worked together daily, and I taught him everything I knew about the extremely complex healthcare industry and real time location system technology.
- ▶ We discussed strategy, industry news and bounced sales techniques and ideas off each other. In his first year, Ben went on to win the President's Club Rising Star Award, an award I also won in 2014, for having a stand-out rookie year and being the top selling Account Executive. The memoryBlue Alumni of the Year competition should watch out for him next year, he's a beast!
- ▶ Additionally, I mentored and referenced a former memoryBlue alumni, attended memoryBlue social events and continued to market their brand with the highest professionalism.



memoryBlue

Michael Breslin

Finalist Application -- Q & A

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

- ▶ One piece of advice I would give someone brand new to sales is GRIND and keep at it. Sales is a roller coaster, it has its ups and downs and you have to be willing to ride the highs and lows in order to reap the benefits. On the downs, build pipeline and find new opportunities. On the highs, nurture your current installs and always be closing for the next opportunity.
- ▶ Remember, people need what you are selling to them and buy from people who they like, you just need to understand what their needs are before you can sell to them.

Michael Breslin

Finalist Application -- Q & A



#6: Give an example of how you exhibited mentorship or leadership in 2017.

- ▶ From the beginning of my sales career, I thrived off learning different perspectives from others and coming up with my own solutions and technique. By coming up with “solutions” on my own, I was able to be a better advisor to my colleagues who came to me seeking my opinion. A shining moment for me was having tenured colleagues coming to me asking for help and my thoughts on innovative approaches and solutions.
- ▶ 2017 was my 6th year working in healthcare, selling enterprise real-time location systems. Almost 5 years ago I started my career at CenTrak. Recruited as an Account Executive, we were the first direct field sales team at CenTrak, a company who is known for selling through the channel.
- ▶ In 2017, there were only 2 of the original 6 account executives left at the organization. In 2017, I was the Senior Account Executive and looked up to by my colleagues. Many of these individuals were seasoned sales professionals with 25+ years’ experience, others were just beginning their outside sales careers. I consistently take phone calls, texts, and emails from these colleagues asking for my opinion and strategic advice.
- ▶ This past year we moved to Salesforce sales software. Previously most of our scope and development information was kept in an Excel file. As a platform that I have used in the past, it was easy for me to pick back up again. I became the “Salesforce Guru” to my team and others, helping alleviate their growing pains. I recounted my days early on in sales and remembered the importance of having someone to lean on. Therefore, I continue to serve my colleagues so we can grow together and achieve our goals both personally and for the organization we work for.

Michael Breslin

Finalist Application -- Q & A



#7: Share a specific example of how you exhibited HUSTLE in 2017.

- ▶ HUSTLE is a trait I learned early on in my career. Prior to memoryBlue, I was an Inside Sales Representative for AppAssure Software. We were Dell's first software acquisition in 26 years of business. There, I had to make a minimum of 160 cold calls per day while closing \$40k of business a month. It was not easy, it was a grind, but to survive and get by you had to HUSTLE.
- ▶ When I came to memoryBlue, my definition of HUSTLE changed. It meant to work smarter and not harder, while still crushing your goals. In 2017 at CenTrak, while covering a 19 state territory in the northeast United States and eastern Canada, a colleague of mine became ill and I was asked to cover our strategic and corporate accounts in the northeast as well as my existing territory. It proved difficult early on to cover two positions, having to jump into the middle of sales cycles you were unfamiliar with, working with corporate C-level executives and multi-million dollar contracts, all while not being compensated for the additional work. Without question, I embraced the challenge and took it on head first.
- ▶ By being dedicated to my career and driven by results, it paid off and I was promoted from Senior Account Executive to Director of Corporate Accounts. I am now responsible for selling to the largest health systems and academic medical centers in the northeast United States.

Michael Breslin

Finalist Reference: Stephen Bollinger
Relationship: VP of Sales, North America –
CenTrak, Inc. (Direct Manager)



Thank you for the opportunity to provide a reference for one of my most successful sales reps. I've been in the business of building and developing sales teams over the past 20 years and have had the great pleasure of launching numerous young professional's careers in healthcare sales. On occasion, a particularly ambitious and talented aspirant crosses my path who it is obvious from the outset is destined for success. Michael was such a candidate.

- ▶ Mike was hired into CenTrak in a junior Account Executive sales role 4 years ago. At that point 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. From the outset, it was apparent to me that Michael possessed the desire and the acumen to be very successful in what is a very complex and nuanced sales model. From the beginning, he demonstrated many of the attributes of a successful sales representative.
- ▶ He is level headed.
- ▶ He demonstrates self-assuredness.
- ▶ He is extremely organized and deliberate with his time.
- ▶ He was quick to become well-versed in our industry and is continuously learning.
- ▶ He has a healthy pessimism and has learned to live with a certain amount of angst (as all good sales people must).
- ▶ He is persistent yet respectful.

CONTINUED

Michael Breslin

Finalist Reference: Stephen Bollinger
Relationship: VP of Sales, North America –
Centrak, Inc. (Direct Manager)



- ▶ While these attributes are important, they don't guarantee success. However, in Michael's case, when combined with his discipline and work ethic the results exceeded expectations. In his first year, he was recognized as a "Rising Star" 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 relatively short period of time.
- ▶ Over the past two years, Michael has continued to grow his skill set at a surprising rate, handling the most complex sales situations with great alacrity.
- ▶ Recently, the opportunity presented itself for Michael to be elevated to the highest level within our sales organization, a Director level position in Corporate Account Sales. It was an easy decision for me, though a somewhat unprecedented move to promote someone so quickly through the sales ranks. I would ordinarily be looking for someone with 8-10 years' experience in direct sales and a track record of enterprise level corporate sales success. Michael had proven through his performance that he deserved an opportunity to continue his meteoric rise through our organization.

Continued

Michael Breslin

Finalist Reference: Stephen Bollinger
Relationship: VP of Sales, North America –
Centrak, Inc. (Direct Manager)



Continued

- ▶ As a Director of Corporate Accounts, Michael continues to demonstrate the skills that have gotten him to this point and as a result, he was awarded the Barry Bascope Award for outstanding performance at our National Commercial Meeting this year.
- ▶ Michel continues to sustain a high level of performance and lives by the motto, "How you do one thing is how you do everything." It is for this reason, and those outlined above, I believe he should be considered memoryBlue's 2018 Alumni of the Year award winner.