THE
PRIME
LEADERSHIP

FREE RESOURCE

FREE RESOURCE / E-WORKBOOK

LinkedIn Optimization E-Workbook

Medical Sales Candidates

Build a profile that gets recruiter and hiring manager attention, shows up in their searches, and passes the 10-second test.

INSIDE

PART 1 The Guide: your profile, top to bottom

PART 2 Skills Reference: what recruiters actually search

PART 3 Your Fillable Worksheets

PART 4 FAQs + Final Checklist

START HERE

Your Profile Is Being Searched

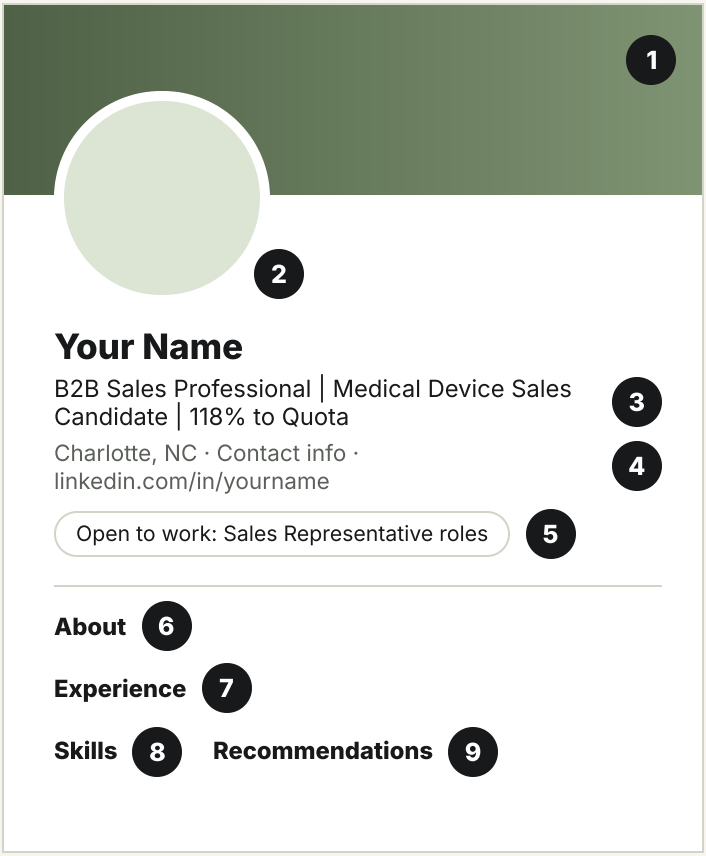
Recruiters aren't browsing. They type keywords into LinkedIn search to find candidates who match a job description, and hiring managers look you up before and after your interview. Your profile has to show up in those searches and make a strong first impression in seconds.

THE 10-SECOND TEST

Can someone understand what I do and what I want in under 10 seconds?

HOW TO FOLLOW ALONG: YOUR PROFILE, TOP TO BOTTOM

This workbook moves through your profile in the same order someone sees it. Each number below is a section in the guide and a matching worksheet.



1. **Banner**
   Background image behind your photo
2. **Photo**
   Your headshot. **Most important first impression**
3. **Headline**
   The line under your name. **Shows up in every search**
4. **URL, Location, Contact**
   How recruiters find and reach you
5. **#OpenToWork**
   Who knows you're looking
6. **About**
   Your story in your own words
7. **Experience**
   Must match your resume's facts
8. **Skills**
   The keywords recruiters search
9. **Recommendations**
   Proof from other people

STEP 1

Read a guide section (Part 1).

STEP 2

Fill in the matching worksheet (Part 3).

STEP 3

Update that section of your profile.

STEP 4

Check it off on the Final Checklist.

01 Background Banner

A low-risk, high-impact branding tool. What you choose is entirely up to you.

There's no single right banner. These two styles work especially well in a professional setting:

WORKS WELL

Business Card Style

Your name, title and email address: clean and easy to read.

JORDAN ELLIS
B2B Sales Professional | jordan.ellis@email.com

WORKS WELL

Clean & Polished Visual

A simple design that complements your headshot. No text needed.



OTHER IDEAS THAT WORK

- Subtle healthcare or industry imagery
- Your city or region's skyline (great for territory roles)
- A short tagline: "Helping clinicians improve patient outcomes"
- A simple color that complements your photo

AVOID

- Busy, blurry or low-resolution images
- Personal, vacation or party photos
- Political or controversial content
- The default empty banner

Banner size: 1584 × 396 pixels. Free tools like Canva have LinkedIn banner templates. Keep text away from the bottom-left corner, where your photo sits.

02 Profile Photo (Headshot)

Your headshot is non-negotiable. It's the first thing recruiters see.

DO

- A professional-looking headshot
- Face clearly visible: shoulders up, your face filling most of the frame
- Neutral, clean background and good lighting
- Dress the way you would for an interview

DON'T

- Photos with friends, family or significant others
- Cropped group photos
- Casual, blurry or unclear images
- No photo at all

Note: There are AI tools that can turn a regular photo into a professional headshot. They're often low-cost or free, but be mindful of over-filtering. **Keep it realistic.** The person who shows up to the interview should look like the photo.

03 Headline (Most Important Section)

Your headline directly impacts searchability and first impressions. It shows up next to your name everywhere.

THE FORMULA

[Role / Career Path] + [Industry / Product] + [Experience / Metrics / Value You Bring]

EXAMPLES

B2B Sales Professional | Medical Device Sales Candidate | 118% to Quota, President's Club 2025

Associate Sales Representative | Orthopedics | Prospecting, Closing and Relationship Building

Inside Sales Rep | SaaS to Medical Sales | Top 5% of 180 Reps, 2 Years Running

MAKE IT WORK

- Use the job titles and industry words recruiters search
- Add proof: a number, a ranking or an award
- You have up to 220 characters. Keep it scannable.

DON'T INCLUDE

- Personal opinions
- Political or religious statements
- Vague phrases like "Looking for opportunities"

BEFORE AND AFTER

BEFORE	AFTER
"Looking for new opportunities"	"B2B Sales Professional | Pursuing Medical Device Sales | 118% to Quota 2025"
"Sales at ABC Company"	"Account Executive | Payroll Software | President's Club 2025, Top 5% of 180 Reps"
"Recent Grad | Hard Worker | Team Player"	"Business Graduate | Inside Sales Rep | 4 Orthopedic Ride-Alongs | Pursuing Medical Sales"

04 Custom URL, Location & Contact Info

Small details that decide whether recruiters can find you, and whether you move forward.

CUSTOM URL

Change it to linkedin.com/in/firstname-lastname and put it on your resume. Steps are in the FAQs.

CONTACT INFO

A professional-looking email address, the same one on your resume.

CITY AND STATE: ALWAYS

List your city and state, every time, even if you only want work-from-home roles. Recruiters filter by location, territories are built around where you live, and employers need it for payroll and taxes. A missing location is often a pass before anyone reads further.

KNOW WHAT YOU'RE ASKING FOR: REMOTE VS. WORK FROM HOME

These words get used differently, so be clear about what you mean, and ask what a posting means.

TERM	WHAT IT USUALLY MEANS IN SALES
Work From Home (WFH)	You work from your house only.
Remote / Field-Based	There's no office to report to. You work wherever the business takes you: your territory, your car, doctors' offices, hospitals and your home office. Most medical sales roles work this way.
On-Site / Office-Based	You report to an office on a set schedule.

RELOCATING? HAVE A PLAN

DON'T SAY

"Open to relocating for the right opportunity." Recruiters hear this constantly, and without a plan it tells them you don't really know what you want. There's often no relocation package, so they can't take the risk.

SAY THIS INSTEAD

A specific plan: where, how soon, and why it's easy for you. A clear plan can be the reason you move forward instead of being passed up.

Relocating to a specific area: "Based in Charlotte, NC, and relocating to Nashville, TN, by June. I'll be in Nashville for interviews any time."

Open to anywhere to get your foot in the door: "Based in Charlotte, NC. I can relocate anywhere in 4 weeks or less, and I'm on a month-to-month lease, which makes the transition smooth."

Put your plan in your About section and your #OpenToWork locations, and be ready to say it word for word when a recruiter asks.

05

#OpenToWork

It can increase visibility, but it comes with trade-offs. Choose what fits your situation.

While it can increase recruiter visibility, it can also attract low-quality or irrelevant outreach. Opinions online are strong on both sides, so here's what the data says, and how to decide for yourself.

WHAT LINKEDIN'S DATA SHOWS

LinkedIn reported that members with the public #OpenToWork photo frame are **40% more likely to receive messages from recruiters** (LinkedIn, 2020).

WHAT RECRUITERS SAY

Recruiters are split. Some see the frame as a helpful signal; others worry it can look like you're struggling, especially if it stays up a long time (Fortune, 2024).

GOOD TO KNOW: IT'S NOT ALL OR NOTHING

You choose who sees it. Share that you're open to work with **recruiters only** (no green photo frame, not shown to your network) or with **all LinkedIn members** (green frame). Either way, you can list the job titles, locations, start date and work types you want, so recruiters find you for the right roles. Step-by-step instructions are in the FAQs.

WHICH IS RIGHT FOR YOU?

YOUR SITUATION	A GOOD FIT
Early career, career transition, or currently not working, and you want maximum visibility	**All LinkedIn members** (green frame). Refresh it if your search runs long.
Currently employed, or you'd prefer to keep your search private	**Recruiters only.** You're still visible to recruiters who search for open candidates.
Experienced professional being selective about your next move	**Recruiters only**, with very specific job titles and locations.
Not actively looking right now	**Off**, but keep your profile current so you're ready.

THERE'S NO CATCH-22

Neither choice will make or break your search. Your headline, skills and experience do the heavy lifting. Pick the setting that fits your situation, set your job titles and locations carefully, and revisit it as your search changes.

06

About Section

Your story in your own words. Only the first few lines show before "see more," so lead with your best.

THE TEMPLATE

1 **Hook: Who You Are + What You're Pursuing**

One or two lines. This is what shows before "see more."

2 **Proof: 2 to 4 Results**

Quota attainment with time periods, rankings, awards, promotions. The same proof as your resume.

3 **Why Medical Sales + How You've Prepared**

Ride-alongs, shadowing, coursework. Short and specific.

4 **What You're Looking For + Your Email Address**

The role, specialty and location you want, your relocation plan if you're relocating, and how to reach you.

EXAMPLE: BULLET STYLE

B2B sales professional with 4+ years of full-cycle, direct sales experience, now pursuing a career in medical device sales.

What I bring:

- 118% of quota in 2025 and 109% in 2024
- President's Club 2025, top 5% of 180 reps
- Promoted from SDR to Account Executive in 10 months

Why medical sales: Four ride-alongs with orthopedic reps showed me how much the right device changes patient recovery.

Looking for: Associate Sales Representative roles in orthopedics in the Southeast.
jordan.ellis@email.com

EXAMPLE: PARAGRAPH STYLE

B2B sales professional with 4+ years of full-cycle, direct sales experience, now pursuing a career in medical device sales.

I hit 118% of quota in 2025 and 109% in 2024, earned President's Club (top 5% of 180 reps), and was promoted from SDR to Account Executive in 10 months.

Four ride-alongs with orthopedic reps showed me how much the right device changes patient recovery, and I want to be part of that.

I'm looking for Associate Sales Representative roles in orthopedics in the Southeast. Reach me at jordan.ellis@email.com.

BULLETS OR PARAGRAPHS?

Either works on LinkedIn (paragraphs never belong on your resume). If you use paragraphs, keep them to 1 to 3 short sentences each, with a line break between. No one is reading a book.

07 Experience Section

The facts must match your resume. How you present them can be different.

Recruiters and hiring managers compare your resume and LinkedIn side by side. Mismatched facts raise questions you'll have to answer.

MUST MATCH: THE OBJECTIVE FACTS

- Company names
- Job titles
- Start and end dates (month and year)
- Promotions and title changes
- Employment type (full-time, contract)
- Every number and metric you share

CAN BE DIFFERENT: HOW YOU PRESENT IT

- More conversational wording
- A short description instead of bullets, or both
- More detail than fits on your resume
- Skills tagged to each role
- Media: a presentation, award or article
- Gaps: LinkedIn lets you add a **career break**

08 Skills Strategy (Important)

Your skills section is not just a list. It's a search tool.

Recruiters aren't browsing. They type keywords into LinkedIn search trying to find candidates who match a job description. Your skills should mirror what they're searching for.

AVOID GENERIC SKILLS

"Communication," "teamwork" and "leadership" are assumed and rarely searched. Almost every candidate has them (or says they do), so they don't help you stand out or show up in search results.

INSTEAD, THINK

"What keywords are listed in the job description I want?" Pull them straight from the postings you're targeting.

WHY THIS WORKS

- Recruiters often copy and paste skills directly from job descriptions into search filters
- LinkedIn's algorithm uses these exact matches to surface profiles
- The more alignment, the more visibility you get

Use the **Skills Reference** (Part 2) as your model. Only list skills you can back up with an example in an interview, and connect each skill to the role where you used it.

THINK

Your skills section = search optimization, not personality traits.

09 Recommendations

Proof from other people carries more weight than anything you say about yourself.

Ask 2 or 3 people who've seen your work: a manager, a top-performing peer, or a customer. Make it easy by telling them exactly what to highlight: a result, and what you're like to work with.

HOW TO ASK

> "Would you be willing to write me a short LinkedIn recommendation? It would mean a lot if you could mention [my quota results / how I grew the Smith account], and what I was like to work with day to day."

> "I'm building my LinkedIn profile as I pursue medical sales. Since we worked closely on [project / account], would you write a short recommendation about [how I handled customers / my work ethic]? I'm happy to write one for you too."

WHAT GREAT RECOMMENDATIONS SOUND LIKE

RESULTS-BASED

"I managed Jordan for two years. Jordan hit 118% of quota in 2025 and earned President's Club, but what stood out was how Jordan did it: consistent prospecting, every single day. Any team would be lucky to have Jordan."

CHARACTER-BASED

"Jordan was the first person our team called when a customer was upset. Calm, honest and always followed through. Jordan made everyone around them better and was a genuine pleasure to work with."

No numbers to share? That's okay. Character-based recommendations about reliability, follow-through, coachability and how you treat customers are just as valuable, especially early in your career.

ASK LIKE IT'S SALES

Make it easy to say yes: ask personally, name exactly what you'd like highlighted, and offer to return the favor. Then follow up with a thank-you once it's posted.

PART 2

Skills Reference: What Recruiters Search

Examples by category, and why they matter. Use them as a model, then add keywords from the job descriptions you're targeting. **If you don't have the experience, don't list the skill.**

1

Sales Skills

Why: The core terms recruiters search for in every medical sales role.

> B2B Sales, Direct Sales, Business Development, Prospecting, Cold Calling, Lead Generation, Pipeline Management, Territory Management, Closing, Quota Attainment, Consultative Selling, Solution Selling, Negotiation, Product Demonstrations

2

Medical & Clinical

Why: Industry words recruiters use to filter for medical sales. Only list what you've actually done.

> Medical Device Sales, Healthcare Sales, Surgical Sales, OR Sales / Operating Room Experience, Case Coverage, Patient Interaction, Clinical Education, In-Service Training, Value Analysis Committee (VAC)

Important: Many entry-level and associate candidates won't have these yet, and that's completely normal. Listing them without real experience will come out in the interview. Your sales skills carry you until you earn these.

SPECIALTIES (ONLY IF YOU'VE SOLD OR WORKED IN THEM)

Orthopedics, Spine, Sports Medicine, Trauma, Dermatology, Aesthetics, Podiatry, Wound Care, Cardiology, Neurology, Urology, Ophthalmology, Dental, Radiology / Imaging, Diagnostics, Laboratory, Biomedical (Biomed), Capital Equipment, Durable Medical Equipment (DME), Orthotics & Prosthetics, Physical Therapy / Rehab, Home Health, Respiratory, Pharmaceutical

3

Account Growth

Why: Proves you can grow and keep business, not just open it. Keep these objective and sales-focused.

> Account Management, Key Account Management, Account Expansion, Upselling, Cross-Selling, Contract Renewals, Customer Retention, Revenue Growth, Territory Development, Book of Business Growth

4

Sales Tools & CRM

Why: Job descriptions often name the tools. Only list sales tools; general office software is assumed.

> Salesforce, HubSpot, Microsoft Dynamics 365, Zoho CRM, LinkedIn Sales Navigator, ZoomInfo, Apollo.io, Outreach, Salesloft, Gong

5

Sales Methodologies

Why: A strong signal, but only if you were formally trained.

> SPIN Selling, Challenger Sale, Sandler, MEDDIC / MEDDPICC, Value-Based Selling, Solution Selling

⇄

Soft Skills vs. Hard Skills

Soft skills are real, but recruiters don't search for them. Translate them into the hard skills they do search.

SOFT SKILL (ASSUMED, RARELY SEARCHED)	SEARCHABLE HARD SKILL THAT PROVES IT
Communication	Product Demonstrations, Presentations to Physicians
Relationship building	Account Management, Key Account Management
Hard-working / driven	Quota Attainment, Cold Calling, Prospecting
Problem solving	Consultative Selling, Customer Needs Analysis
Organized	Pipeline Management, Salesforce (or your CRM)
Persuasive	Negotiation, Closing
Resilient	Cold Calling, New Business Development
Customer service	Customer Retention, Account Expansion
Time management	Territory Management, Route Planning
Leadership	Sales Training, Peer Mentoring (only if you've done it)

So where do your soft skills go? They come through in your recommendations (Section 09), your About section, and your interviews, where you show them instead of listing them.

★

Assessments: CliftonStrengths, DISC and More

Appropriate, in moderation, and only if you know your actual results.

Assessment results can show strong sales instincts, but they aren't skills recruiters search, so they don't belong in your Skills list. Put them in your About section, or bring them up as a talking point in interviews.

> **CliftonStrengths (Gallup):** "My CliftonStrengths Top 5 are Achiever, Competition, Woo, Activator and Strategic, which shows up in how I prospect and close."

> **DISC:** "My DISC profile is high D/I (Dominance and Influence): I'm driven by results and energized by building relationships."

THE RULE

If it's in the job description and you can back it up with a real example in an interview, it belongs in your skills. If not, leave it off.

FAQS

How Do I...?

Step-by-step help for the settings people ask about most. LinkedIn moves buttons occasionally; if something looks different, search LinkedIn Help for the feature name.

Turn on #OpenToWork?

1. Go to your profile.
2. Click **Open to** under your name, then **Finding a new job**.
3. Add job titles, locations, start date and job types.
4. Under who can see you're open, choose **Recruiters only** or **All LinkedIn members**.
5. Click **Add to profile**.

Change who sees it, or turn it off?

On your profile, click the pencil icon on your Open to Work box. Change the visibility setting, or choose **Delete from profile** to turn it off.

Customize my URL?

Click **Me** > **View Profile** > **Public profile & URL** (right side) > pencil icon. Type your name, like firstname-lastname, and save.

Add a career break?

On your profile, click **Add profile section**, then **Add career break**. Choose the type, add dates and a short description that matches your resume's Timeline Note.

Add or reorder skills?

Click **Add profile section** > **Add skills**. When adding a skill, you can connect it to the job where you used it.

Request a recommendation?

Go to the person's profile, click **More**, then **Request a recommendation**. Choose your relationship and add a personal message (see Section 09 for templates). You must be connected first.

Change my banner and photo?

On your profile, click the camera or pencil icon on your banner or photo to upload a new one.

Set my location and contact info?

Click the pencil icon in your intro section to update your city and state. Click **Contact info** to add your email address.

How often should I update my profile?

Every time you change roles, earn an award, or start a new search, and at least every few months.

1-2

YOUR PREP SHEET

Banner + Photo

MY BANNER STYLE Choose what fits you. These are ideas, not rules.

- [ ] Business card style
- [ ] Clean, polished visual
- [ ] Healthcare or industry imagery
- [ ] My city or region
- [ ] A short tagline
- [ ] My own idea (describe below)

MY BANNER IDEA Image, colors, any text

TEXT: NAME Optional

TEXT: TITLE OR TAGLINE Optional

TEXT: EMAIL ADDRESS Optional

BANNER QUALITY CHECK

- [ ] Sized 1584 × 396 pixels
- [ ] Sharp, not blurry or stretched
- [ ] Nothing important behind my photo
- [ ] Professional: no personal or political content

MY HEADSHOT CHECK

- [ ] Shoulders up, face fills most of the frame
- [ ] Face clearly visible, good lighting
- [ ] Neutral, clean background
- [ ] Dressed like I would for an interview
- [ ] Just me: no friends, family or crops
- [ ] Realistic: not over-filtered

HOW I'LL GET IT

- [ ] A friend with a good phone camera
- [ ] A professional photographer
- [ ] An AI headshot tool (realistic settings)
- [ ] Use a recent photo I already have

WHEN

WHERE / BACKGROUND

WHAT I'LL WEAR

> **Phone photo tips:** face a window for soft natural light, use portrait mode, hold the camera at eye level, and take 20+ shots so you have options.

03

YOUR PREP SHEET

Headline Builder

Build a keyword bank first, then mix and match into drafts. Test each one: could someone understand what you do and want in 10 seconds?

MY KEYWORD BANK

ROLE / CAREER PATH Job titles I want: e.g., Associate Sales Representative, Territory Manager

INDUSTRY / PRODUCT e.g., Medical Device Sales, Orthopedics, B2B Sales

EXPERIENCE / METRICS / VALUE e.g., 118% to Quota, President's Club 2025, Top 5% of 180 Reps

MY DRAFTS

1

- [ ] Passes the 10-second test

2

- [ ] Passes the 10-second test

3

- [ ] Passes the 10-second test

MY FINAL HEADLINE Up to 220 characters. Keywords + proof. No vague phrases.

QUICK CHECK

Does it include a job title you want, your industry, and one piece of proof? Is it free of opinions and vague phrases like "Looking for opportunities"?

04

YOUR PREP SHEET

URL, Location + Contact Info

MY CUSTOM URL linkedin.com/in/

MY EMAIL ADDRESS Same as my resume

MY CITY (REQUIRED)

MY STATE (REQUIRED)

- [ ] Custom URL updated on LinkedIn
- [ ] Custom URL added to my resume
- [ ] City and state listed on LinkedIn and my resume
- [ ] Email address added to Contact info

THE WORK ARRANGEMENT I WANT

- [ ] Remote / field-based (work where the business takes me)
- [ ] Work from home only
- [ ] On-site / office-based
- [ ] Open to more than one of these

Most medical sales roles are field-based. If you only want WFH, know that it narrows your options.

RELOCATION

- [ ] Not relocating: I want roles near my city
- [ ] Relocating to a specific area
- [ ] Open to relocating anywhere for the right first role

MY RELOCATION PLAN If relocating. A plan, not "open to the right opportunity."

WHERE Specific city or region, or "anywhere"

HOW SOON e.g., 4 weeks or less

HOUSING SITUATION e.g., month-to-month lease

OTHER DETAILS Family ready, can travel for interviews

MY RELOCATION STATEMENT "Based in [City, State]. I can relocate [where] in [#] weeks or less, and [why it's easy]."

EXAMPLES

"Based in Charlotte, NC, and relocating to Nashville, TN, by June. I'll be in Nashville for interviews any time."

"Based in Charlotte, NC. I can relocate anywhere in 4 weeks or less, and I'm on a month-to-month lease, which makes the transition smooth."

Use it in your About section, your #OpenToWork locations, and word for word when a recruiter asks.

05

YOUR PREP SHEET

My #OpenToWork Decision

ANSWER THESE FIRST

- [ ] I'm currently employed
- [ ] I'm early career or transitioning
- [ ] I'd prefer to keep my search private
- [ ] I want maximum visibility right now

Checked the left column? Recruiters only is likely your best fit. Checked the right column? All LinkedIn members may serve you well. See the guide (Section 05) for the full picture.

MY CHOICE

- [ ] Recruiters only
- [ ] Off for now
- [ ] All LinkedIn members (green frame)
- [ ] Revisit on (date):

WHAT I'LL TELL RECRUITERS I WANT

JOB TITLES Up to 5, using the exact titles in the postings I want

LOCATIONS My city, plus my relocation plan's locations if relocating

START DATE

JOB TYPES Full-time; remote / field-based, WFH or on-site

SPECIALTIES I'M TARGETING e.g., orthopedics, wound care, diagnostics

KEEP IT FRESH

Whichever setting you choose, revisit it every few weeks. Update your titles and locations as your search sharpens, and turn it off once you've accepted an offer.

06

YOUR PREP SHEET

About Section Builder

FORMAT

☐ Bullet style ☐ Paragraph style (short and scannable)

1. HOOK: WHO I AM + WHAT I'M PURSUING Shows before "see more." e.g., "B2B sales professional with 4+ years... now pursuing medical device sales."

2. PROOF: MY RESULTS

Quota attainment with time periods, rankings, awards, promotions. Same facts as my resume.

1

2

3

4

3. WHY MEDICAL SALES + HOW I'VE PREPARED Ride-alongs, shadowing, coursework, a personal reason

OPTIONAL: ASSESSMENT RESULTS Only if I know them, e.g., CliftonStrengths Top 5 or DISC

4. WHAT I'M LOOKING FOR + MY EMAIL ADDRESS Role, specialty, location

07

YOUR PREP SHEET

Experience: The Facts That Must Match

Copy these straight from your resume. These objective facts must match exactly on LinkedIn. How you describe each role can be different.

COMPANY	TITLE(S) + PROMOTIONS	START	END	TYPE	MATCHES?
					☐
					☐
					☐
					☐
					☐

- ☐ Every number matches my resume
- ☐ Career break added for any gap
- ☐ Skills tagged to each role
- ☐ Media added, if I have it

HOW I'LL PRESENT MY MOST RECENT ROLE ON LINKEDIN

This can be more conversational than your resume. Lead with what you sold and who you sold to.

SHORT DESCRIPTION e.g., "I sell payroll software directly to small-business owners across the Charlotte region."

TOP ACHIEVEMENTS Numbers + time periods

08

YOUR PREP SHEET

Skills: Find the Keywords That Matter

Paste 3 job descriptions you want side by side. Check a box every time a keyword appears. The keywords with the most checks go at the top of your list.

JOB 1	JOB 2	JOB 3

KEYWORD	JOB 1	JOB 2	JOB 3	I CAN PROVE IT
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐

TRANSLATE MY SOFT SKILLS

MY SOFT SKILL	SEARCHABLE HARD SKILL	MY PROOF

08

YOUR PREP SHEET

Skills: My Final List

Only skills I can back up with a real example. Medical and clinical skills only if I've actually done them. Generic skills removed.

SALES SKILLS

1
2
3
4
5
6
7
8
9

ACCOUNT GROWTH

1
2
3
4
5

MEDICAL & CLINICAL (only if real)

1
2
3
4
5
6

SALES TOOLS + METHODS

1
2
3
4
5
6
7
8

- [ ] Removed communication, teamwork, leadership
- [ ] Removed general office software
- [ ] Each skill connected to a role
- [ ] Top keywords from job descriptions listed first

09

YOUR PREP SHEET

Recommendations

WHO I'LL ASK

Aim for 2 or 3. Mix a manager, a peer and a customer if you can.

NAME	RELATIONSHIP	RESULT TO HIGHLIGHT	CHARACTER TO HIGHLIGHT	ASKED	POSTED
				☐	☐
				☐	☐
				☐	☐
				☐	☐

MESSAGE TEMPLATES

> **To a manager:** "Hi [Name], I'm updating my LinkedIn as I pursue medical sales, and your perspective would mean a lot. Would you write a short recommendation? If you could mention [result], and what I was like to work with, that would be perfect. Thank you!"

> **To a peer or customer:** "Hi [Name], I really enjoyed working with you on [project / account]. Would you be willing to write a short LinkedIn recommendation about [how I handled X / my follow-through]? I'd be glad to write one for you too."

> **Thank-you once it's posted:** "Thank you so much for the recommendation, [Name]. It means a lot, and I'm happy to return the favor anytime."

MY PERSONALIZED MESSAGE

YOUR PREP SHEET

Polish It With AI (Using YOUR Information)

AI can help you tighten your headline and About section, but only with your real information. Recruiters and hiring managers read a lot of profiles, and generic AI writing stands out for the wrong reasons. Use your worksheet notes, then edit until it sounds like you.

YOUR CHATGPT PROMPT: COPY IT, THEN FILL IN EVERY [BRACKET] FROM YOUR WORKSHEETS

> "I'm a **[current role]** with **[years]** of **[type of sales]** experience, pursuing **[target role]** in **[industry / specialty]**. My proof: **[quota results with time periods, rankings, awards, promotions]**. Why medical sales and how I've prepared: **[my notes]**. Top keywords from the job descriptions I'm targeting: **[my keywords with the most checks]**.
>
> Using ONLY this information (do not invent anything), give me: (1) three LinkedIn headline options under 220 characters using the format [Role] + [Industry/Product] + [Metrics/Value], (2) an About section in **[bullet / paragraph]** style with a 2-line hook, my proof, a short why, and what I'm looking for, and (3) my top 15 skills, ranked by how often they appear in my keywords. Write in first person, in plain, confident language that sounds like a real person."

Then: check every number and claim against your resume, remove anything you can't back up, and rewrite anything that doesn't sound like you.

MY FINAL ABOUT SECTION (AFTER EDITING)

Final Checklist

Run through this before you start applying, and again every few months.

FIRST IMPRESSION

- [ ] Banner: professional, sharp, my choice of style
- [ ] Professional, realistic headshot
- [ ] Headline: role + industry + proof, no vague phrases
- [ ] About section hook shows before "see more"
- [ ] About section short and scannable

CONSISTENCY WITH MY RESUME

- [ ] Companies, titles, dates and promotions match
- [ ] Every number matches
- [ ] Career break added if there's a gap
- [ ] Same professional email address

SEARCHABILITY

- [ ] Skills pulled from target job descriptions
- [ ] Generic skills and office software removed
- [ ] Medical skills listed only if real
- [ ] City and state listed (even for WFH)
- [ ] Relocation plan stated clearly, if relocating
- [ ] Custom URL, also on my resume
- [ ] #OpenToWork set the way that fits me

CREDIBILITY

- [ ] 2 or 3 recommendations requested
- [ ] Results and character both represented
- [ ] No opinions, political or religious posts
- [ ] Passes the 10-second test

FINAL THOUGHT

Can someone understand what I do and what I want in under 10 seconds?

BEFORE YOU GO

You've Got This

You now have everything you need to build a profile that shows up in recruiter searches and makes a strong first impression in seconds. Use your real information, keep the facts consistent with your resume, and revisit it every few months.

DID THIS WORKBOOK HELP YOU?

If it helped you strengthen your profile, hear from more recruiters, or land an interview, I would be truly grateful for a LinkedIn recommendation. It helps the next candidate know this resource is worth their time.

1. **Connect with me on LinkedIn.**
   linkedin.com/in/carollee-lockwood-12751744
2. **Leave a recommendation from my profile.**
   Recommendations can only come from connections, so connect first.
3. **Share what changed for you.**
   More recruiter messages, more profile views, an interview, a new role. Specifics help most.

KEEP GOING

Your profile gets you found. The Resume Optimization and Medical Sales Interview Prep E-Workbooks take you from the application to asking for the job. Find them, plus my free Career Story Generator, Thank-You Follow-Up and 30-60-90 Day & Territory Plan resources, at **www.theprimeleadership.com**.

Rooting for you,

Carollee Lockwood
The Prime Leadership

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