



Regional Business Development Mgr - California

SPOT Imaging™ has grown to become the world leader in Pathology Imaging. This year marks SPOT Imaging's 50th year anniversary. Our long-term success stems not only from our great designs, but also from our excellent customer support. SPOT Imaging continues to provide a small, friendly work environment while being a global company.

More information about this job

Overview

In this full-time, field-based role where you will work with customers to ensure that they are extremely successful with SPOT Imaging Anatomical and Microscope Imaging Instruments. It is your responsibility to effectively manage and onboard accounts, ensure usage in the early stages, grow adoption and support the customer in scaling up. You will work with your accounts proactively to support, educate, and provide solutions to build high customer satisfaction.

This role has a primary focus on spending time with customers face to face. Expect approximately 80% travel from a home office. (Within assigned territory, mostly by car)

Responsibilities:

- Grow business through strategic plans that build new business opportunities with current and potential customers within specified territory
- Clinical knowledge and ability to explain SPOT Technology to pathologist and laboratory staff
- Cultivate opportunities to bring SPOT Imaging value-added solutions to customers within specified territory
- Achieve annual KPI's (Key Performance Indicators) for commission opportunity
- Participates as a member of SPOT Imaging management team to promote a successful operation
- Reports to and works closely with SPOT Imaging Global VP of Sales, including timely updates regarding business and demographic changes, including competitive market intelligence
- Develop and continually enhance relationships with Hospitals and IDN's as well as Independent Pathology Laboratories.
- Coordinate all business segment PR/marketing activities to include monthly meetings with the Medical Base Supervisor to coordinate outreach in each market segment
- Responsible for detailed knowledge of market dynamics, such as, but not limited to: competitor activity, hospital service line changes, opening or closing of hospitals, competitor marketing strategies.
- Serve as a partner, advocate and expert for all customers
- Coordinate customer demonstrations to include set up and tear down.
- Responsible for ordering and distributing marketing items for business segment
- Attend conferences regionally and nationally and regular sales meetings at SPOT headquarters.
- Log activity into SF.com for purposes of tracking and trending
- Leadership presence and credibility to interact with all levels of employees and stakeholders, including senior leaders

Experience and Skills:

- Self-starter with competitive spirit and ability to work independently. Function as a key member of a team.
- Advanced Sales skills a must and should include traditional skills - meeting sales goals, closing, territory management, prospecting, negotiation, product knowledge, presentation skills, and client relationships.
- Ability to multi-task and prioritize to-do list based on key initiatives and timelines.
- Demonstrated understanding of Hospital hierarchy and how to include all key decision makers.

- Experience in health care business development/sales preferred
- Must be able to demonstrate that you can use key strategies in selling.
- Be able to use PPT to build customized presentations as well as all aspects of Microsoft office.
- Capital equipment experience is a plus but not mandatory
- Large account sales experience
- Must have a consultant mindset where strategy plays a key role
- Prefer product sales vs. selling a service “hunter mentality”

Educational Requirements & Work Experience:

- Prior medical device, hospital, or medical software experience is a must
- 5+ years of clinical sales experience
- Prior medical device, hospital, or medical software experience is a must
- Experience with hospital IT or EMR systems and integration is desired.
- 4-year degree preferred or equivalent experience
- Degree in Science, Medical, or Technical field is preferred