



JOB DESCRIPTION

FINAL 6.15.13

Position: Regional Account Manager
Department: Service Sales
Reports to: VP - Sales
Status: Regular, Full-Time, Exempt
Location: Home-based in Phoenix, AZ with considerable travel

Position Description:

The Regional Account Manager is responsible for establishing and maintaining professional relationships with current and prospective customers; generating leads; quoting and closing new and renewal service contracts that meet internal Sales, Service, and Finance guidelines; engaging Field Service Engineers in retaining and developing customers; and managing accounts.

Roles & Responsibilities:

- Represent the Company's full line of products and services to hospitals, imaging centers, clinics, Independent Service Organization (ISO) and office customers
- Create, maintain, and present a Business Plan for assigned account base to Company management on quarterly and annual basis
- Accurately forecast business and manage to budgeted expenses for designated territories
- Communicate with management by providing regular CRM updates via Salesforce.com, Contact Reports, Trip/Activity Reports, and 30 Day Plans, and attending/contributing to Sales & Marketing Team conference calls and updates
- Systematically target and acquire new customers and maintain/penetrate existing customers
- Generate and follow up on sales leads
- Identify, qualify, and consistently close business at assigned targets in territory
- Create and deliver sales quotations and business proposals to existing and prospective customers
- Interface with end-user and 3rd party customer contacts, as well as internal teams including Customer Support, Service Logistics, Inside Sales, and Finance
- Support Field Service Engineers (FSEs) in joint business development efforts by providing quotations, proposals, pricing and competitive positioning input, reviewing prospective contracts, setting up sales presentations, assisting with the creation of marketing materials, etc.
- Work closely with Field Service and Company management to ensure that the Company meets or exceeds sales and profit margin objectives for their territory
- Assist with cash collection and/or the resolution of disputes or major issues with customers
- Assist with marketing programs aimed at cultivating new business, support and attend regional/national tradeshows, and provide input on the Company web site and related marketing/sales collateral
- Provide competitive information to management and strategically position the Company within accounts
- Other duties as assigned

Requirements:

Education & Certifications

- Bachelor's degree; Master's degree preferred
- Formal sales, presentation and/or public speaking training highly preferred

Experience

- 3+ years of business-to-business experience selling medical devices or services
- 5+ years of experience selling diagnostic imaging equipment service contracts highly preferred
- Experience working with or for a diagnostic imaging OEM or dealer highly preferred
- Specific familiarity with the multi-vendor diagnostic imaging service markets
- Demonstrated experience and success navigating purchasing decisions within healthcare facilities
- Large database of current contacts in the market
- General knowledge of contemporary healthcare economics

Travel

- Reliable transportation
- Valid driver's license and solid driving record for a minimum of five years
- Valid and continuous personal automobile insurance coverage at or exceeding the minimum requirements for coverage in the state where the employee resides; must be able to provide proof of auto insurance at any time upon request
- Willing and able to travel up to 75% of the time

Competencies

- Superior verbal and written English language skills
- Proficient with MS Office applications, including Excel, Word, Outlook, and PowerPoint; and CRM software (Salesforce.com preferred)
- Quality- and customer-service driven to consistently delight internal and external customers
- Team player who is willing to go above and beyond to help others
- Self-motivated, proactive, and resourceful
- Positive, professional attitude
- Establishes and maintains effective working relationships based on mutual trust, respect, and cooperation with manager(s), executives, co-workers, and customers and/or vendors
- Reacts quickly and adapts to changes in priorities, circumstances, and direction
- Strong presentation, persuasion, and deal closing skills
- General knowledge of ISO 9001 and FDA Quality System Regulation (QSR) guidelines
- Basic understanding of business, including familiarity with financial statements
- Applies high level of attention to detail and accuracy
- Utilizes strong organizational, prioritization, and documentation skills
- Works effectively with minimal supervision