

SRS Medical Systems, Inc.

Job Description Template

Revised 10.2018

Job title: Sales Application Specialist

Work Location: Off-site in Sales Territory

Division/Department: Sales

Reports to: Director of Sales

Full-time

Part-time

Exempt

Nonexempt

Essential Duties and Responsibilities:

Reporting to the Director of Sales this individual will be responsible for the achievement of all sales support, customer training and market development activities involved with the SRS Sales Process within the specified territory. Sales efforts will be focused on multiple large group practices and the associated targeted physicians within the territory. The specialist will be responsible for developing and maintaining productive relationships with physicians, staff and administrators within each large group practice. Critical to business success is the requirement of adherence to established sales processes and procedures for key products proven to demonstrate predictable account conversion and customer retention success. Success will be measured by achievement of key sales metrics such as # of urologists ordering SRS products, monthly volume and staff support.

The Application Specialist will work closely with their Director of Sales to build quarterly and annual revenue and specific management objectives. At the same time this role is responsible for developing key relationships internally, specifically with the Customer Service team, Clinical Education, the Sales Leadership team and Marketing.

Key Responsibilities:

- Drive successful account conversions by driving successful clinical product evaluations and establishing consistent customer product use behavior.
- Be the Care Pathway expert in the Urologist office.
- Become a product expert and highly effective clinical trainer.
- Build and maintain key customer relationships with all current and new customers, prioritizing physician and administrative relationships.
- Establish themselves as a key partner with the site BPH Nurse Navigator.
- Lead patient education campaigns.
- Perform weekly and monthly customer clinical reviews. Leverage procedure data from our systems demonstrating product and clinical use of SRS technologies.
- Communicate with sales and marketing, sharing insights and knowledge that will help the company perform at a high level.
- Adhere to the company Vision, Mission and Values.
- Provide feedback to the organization regarding market opportunity, sales barriers and key market dynamics on a continual basis.

Education Requirements:

Education:

Minimum Qualifications:

- Bachelor's degree in Life Sciences or related area of study

Preferred Qualifications:

- Advanced degree in public health, business, biomedical or related life science field

Skills/Experience:

Minimum Qualifications:

- Two years' experience selling in clinical office environment.
- Demonstrated ability to train others.
- Developed, consultative sales skills.
- Proven ability to influence physician behavior.
- Possess strong interpersonal relationship skills
- Skilled at managing multiple personalities i.e. medical assistants, nurses, PA's and physicians. processes.
- Advanced written, oral, and interpersonal communication skills including proficient knowledge of medical terminology
- Strong Computer skills (MS Office products, word processing, spreadsheets, etc.)
- High attention to detail and accuracy; able to manage multiple tasks
- Strong prioritization and organizational skills; strong problem solving skills.
- A sense of urgency as to objectives, timelines and milestones additionally, a contagious make-it happen approach to the achievement of results
- Is a person of high character; is consistent and acts in line with a clear and visible set of values and beliefs

Preferred Qualifications:

- Surgical Urology work experience; focusing on physicians and hospital administrators
- Prior experience and success launching new Urologic technologies
- Previous experience in a start-up/re-start environment

Physical Requirements:

- Ability to work in the operating/procedure room; ability to be on one's feet for long periods of time
- Demonstrates an ability to work in a hands-on environment where the pace of work is rapid and the expectations to deliver results are high

Print Employee Name:**Employee signature:****Date:**