



JOB DESCRIPTION

Product Manager RTLS

POSITION RESPONSIBILITIES:

The Product Manager is the “business manager” of the products that he or she is responsible for. The primary objective (job responsibility) is to optimize the business potential of current and future product(s) within the assigned product group. The Product Manager is expected to maintain a business overview of all the aspects and relationships inherent in ensuring that the products are successfully sold and meet corporate sales goals and objectives.

KNOWLEDGE AND SKILL REQUIREMENTS

- Be able to work as part of a team
- Highly motivated
- Willing to take the initiative
- Strong organizational skills
- Capable of multi-tasking
- Detail oriented
- Excellent oral and written communication skills
- Strong group presentation skills
- Strong strategic and tactical selling skills
- Ability to be a leader and manage others
- Technical aptitude (depending upon product).
- Previous selling experience, product management experience medical experience are a plus

KEY JOB ELEMENTS:

Understanding The Business

- Research and understand the strategic and tactical dynamics of the market for the products currently being sold by IMS and future product acquisitions. Strategically position products that are viable, usable and feasible for our present and future markets to maximize the business value and the product life cycle/roadmap
- Research and understand the customer needs for the products including feature/benefit, pricing, key buying influences, etc. Be the resident expert on the specifically assigned Products’ feature/benefit customer solution implications
- Grow the product group by finding/developing new products that fill the market need(s)
- Keep up to date the IMS business plan relative to the products

Vendor Relationships

- Be the primary liaison to the vendors for the products in all areas except the negotiation of “ad hoc” pricing for a particular sales opportunity, which will be done together with the Sales Manager.
- Manage relationship to ensure maximum performance and collaboration in the market place
- Identify new vendors in the market which can be partners or are significant threats to current products.
- Tap vendor resources / experience to gain significant market, product and customer intelligence

Relationship With Sales Staff

- Work with the Sales Manager to determine annual sales goals for the products based on the market environment and product strengths and weaknesses.
- Work with the Sales Manager to develop the strategic selling/marketing plan for the products including IDN agreements and action plans.
- Work with the Sales Manager to determine what tactical plans need to be developed/implemented to reach those sales goals
- Using the CRM and other available modalities, monitor the success of the implemented programs, advising the Sales Manager of the status and any actions required as a result.
- Work with the IMS sales and technical staff to verify customer equipment/system needs and develop the required System Specification Worksheets (SSW) and (SS) so proposals/quotations can be prepared
- Review complex projects (SSWs) from the sales force prior to a formal quote being generated
- Generate or help generate final quotations for complex product/system sales
- Document sales activity with a customer (when not with the sales rep) in the CRM

Relationship With Marketing Staff

- Work closely with the Marketing Communications Specialist (MCS) to develop marketing strategy, lead generation and marketing programs in support of the sales efforts.
- Educate the MCS to the point that he/she understands the products and markets sold to so as to maximize the potential of effective lead generation efforts.
- Provide appropriate content as required for the website, product campaigns, blogs, marketing materials as requested by the MCS.
- Develop programs with the MCS to effectively demonstrate product via audio/video.

Training and Education

- Educate/document/train the IMS sales staff (inside and outside) in the current products and any new products. In the case of the outside sales staff train them so they can effectively demonstrate the products to a customer
- Educate/document/train IMS sales staff on competitive product information
- Assist the IMS sales staff in demonstrating/presenting the products to customers focusing especially on the strategic sales implications during the sales process
- Be a conduit for the sales force to communicate business opportunities and market conditions and work with the IMS Sales Manager, in order to develop and execute strategic sales plans

Other Responsibilities

- Interview, hire, train and manage other IMS Product Specialists as needed
- Along with the IMS Office Manager be involved with interviewing, hiring, training and then managing the Administrative Assistant that may be assigned to the product group

WORKING CONDITIONS AND ENVIRONMENT:

This position will be based out of the IMS office in Grand Rapids.

This position will report to the Senior Product Manager.

Travel will be required, associated with sales staff training and product presentations.

Reviewed with: _____

Date: _____

Revised 1/11/17