



JOB DESCRIPTION

JOB TITLE:

Account Executive/IDN Manager – Minnesota, Wisconsin, Northern Iowa

COMPANY OVERVIEW:

Founded in 1988 in Grand Rapids, MI, Innovative Medical Systems (IMS) is a unique specialty distribution sales and service organization focusing exclusively on acute care hospitals and IDNs. Since inception, IMS has grown from 3 principals serving one state to over 50 employees serving 11 Midwest states.

Growth and success have resulted from identifying healthcare and technology trends and capitalizing on them by aligning with leading manufacturers/developers to deliver superior products/solutions with sales and support expertise. IMS is a company similar to hospitals that specialize in complex procedures, IMS has developed a highly-refined 'solutions-based approach' to its business delivering the optimized product or service for each application, resulting in excellent customer outcomes. IMS has become a trusted partner to hundreds of hospitals, applying a customer centered approach to its sales, installation, and support procedures, providing individualized solutions to complex and unique hospital product and system needs, resulting in long-term customer satisfaction. For more details, visit: www.innovative-medical.com

JOB OVERVIEW:

IMS team members are talented, highly motivated, business minded, hardworking individuals with integrity. They have the desire and opportunity to build and take ownership of a territory as if their own business by consultatively selling solutions rather than products. The customer is always first, then the sales efforts, with all of the other employees in place to support the sales efforts pre and post-sale. In other words, it all starts with the Account Executive, making it a vital role within the IMS organization supported by the philosophy to provide a compensation program and overall opportunity based on 'the more you sell the more you make'.

JOB OBJECTIVE:

The primary responsibility is to represent Innovative Medical Systems (IMS) to all customers in a designated geographical territory and select Integrated Delivery Networks (IDNs) to optimize sales and retain customers. The Account Executive is considered the key customer contact on the 'front lines' in order to manage the customers and business. The job is best viewed by effectively filling the requirements as described by the 'Key Job Elements' below.

KNOWLEDGE AND SKILL REQUIREMENTS

- 3+ years of direct sales to the Healthcare market, primarily acute care hospitals, and IDNs
- Experience with managing multi-level customer relationships
- Working knowledge of corporate contracts, sales, service agreements, and the purchasing process
- Ability to identify customer problems and needs within the context of solutions available for sale
- Strong new customer prospecting, persuasion, and influencing skills
- Highly motivated self-starter, with demonstrated initiative and sales accomplishment
- Understands necessity of and role within team and ability to work with teammates
- Capable of multi-tasking: organizationally and a broad product mix
- Detail oriented with respects to observation, documentation, and communication
- Excellent oral and written communication skills
- Strong group presentation skills
- Strong strategic and tactical selling skills
- Ability to 'transport' and 'set-up' large amounts of demonstration equipment
- Some technical aptitude

KEY JOB ELEMENTS:

Sales Objectives

- Meet and exceed performance objectives for sales dollar goals and strategic business objectives
- Retain and expand existing customer relationships
- Identify new business opportunities for either new or existing accounts and IDNs
- Maintain familiarity with the healthcare industry, trends, and challenges

Account Development

- Effectively maintain and 'manage' a present customer base of business by communicating strategic business plan materials developed by IMS
- Identify key decision makers & gain understanding of the buying process
- Develop and nurture IDN relationships at the corporate level to drive MSSA execution, compliance, and additional product schedules
- Effectively and consistently qualify each account for complement of IMS products
- Show the ability to effectively demonstrate, present, and sell IMS products and services to current and potential customers
- Maintain and have available product information and selling tools
- Show an aptitude for multi-tasking and ability to sell 'vertically' in an account and the ability to handle a multiple department sales approach with numerous buying influences ranging from general staff, middle management, and upper management
- Identify and develop new sales prospects by creatively utilizing new business development skills

- Follow up on prospective opportunities
- Work closely with the IMS Product Managers, Specialist(s), and Account Managers to effectively communicate product and service opportunities, special developments, problems, challenges, competition, and any additional feedback gathered through field activities to appropriate company staff
- Properly complete IMS demonstration equipment and quotation requests, System Specification Worksheets, and other IMS documentation necessary to move potential business forward
- Effectively manage IMS customer demonstration equipment
- Consistently utilize the IMS CRM to communicate daily account activity: both input and review of others input
- Accurately update, manage, and review a monthly forecast by updating the CRM
- Follow IMS administrative paperwork flow and requirements such as expense reports, vacation requests, and sick time
- Show good work ethic and willingness to do whatever is required to get the job done
- Demonstrate the technical aptitude necessary for the position

IMS PRODUCTS:

The IMS philosophy is to offer ‘best of breed’ products, systems, and solutions, which entails a mixture of products and services from different manufacturers. A testament to the success of IMS is that within the ‘core’ group of suppliers represented, many are ‘market leaders’ in their respective areas of specialty. See the IMS website at www.innovative-medical.com for more details.

TERRITORY COVERAGE:

This Account Executive position is responsible for the territory defined below.

Minnesota - entire state.

Wisconsin – entire state.

Iowa – roughly I-80 and north. Specifically, the entire state with the exception of the following counties: Pottawattamie, Cass, Adair, Madison, Warren, Marion, Mahaska, Keokok, Washington, Louisa, Mills, Montgomery, Adams, Union, Clarke, Lucas, Monroe, Wapello, Jefferson, Henry, Des Moines, Fremont, Page, Taylor, Ringgold, Decatur, Wayne, Appanoose, Davis, Van Buren and Lee.

IDNs – Select Integrated Delivery Networks concentrated or with a significant presence in the territory.

MARKET COVERAGE:

Acute Care Hospitals & Healthcare Integrated Delivery Networks

KEY HOSPITAL CALL POINTS:

Information Services/Technology, Obstetrics/Pediatrics/Nursing Leadership, Supply Chain Management (Purchasing), Contract Administration, Security, Facilities/Engineering, Bio-Medical/Clinical Engineering

COMPENSATION OVERVIEW:

- Base Salary
- Commission Plan
- Vehicle Reimbursement Plan
- Travel and Business Expenses
- Phone Reimbursement
- 401k Plan
- Health Insurance Plan
- Vision Plan

WORKING CONDITIONS AND ENVIRONMENT:

The Territory Manager will be based out of their home. The desired location for the position is Minneapolis/St. Paul vicinity. Travel is expected to support the customers within the defined territory. This position will report to the IMS Sales Manager.

MOTOR/SENSORY/PHYSICAL REQUIREMENTS

The following physical activity is required (percentage of time during a typical workday may vary)

Activity	Not Required	Less than 25%	25 to 49%	50 to 74%	75% or more
Bending at Waist		X			
Stooping, Kneeling, Crouching, Crawling		X			
Climbing/Balancing	X				
Lifting/Carrying Less than 10 lbs		X			
10 - 26 lbs		X			
25 - 50 lbs		X			
More than 50 lbs		X			
Pushing/Pulling		X			
Twisting		X			
Using Force		X			
Sitting				X	
Walking			X		
Talking					X
Hearing					X
Seeing					X
Driving a vehicle/heavy equipment				X	
Reaching		X			
Handling				X	
Repetitive Motion	X				