



JOB DESCRIPTION

Account Executive/IDN Manager

POSITION:

Account Executive/IDN Manager – Territory 6
(Southern Indiana, Southwest Ohio, Kentucky)

COMPANY OVERVIEW:

Founded in 1988 in Grand Rapids, MI, Innovative Medical Systems (IMS) is dedicated to serving clients with integrity and offering an unparalleled level of service both before and after the sale. We are an experienced integrator of complex hospital hardware and software systems, as well as a seasoned distributor of other healthcare solutions such as computer mounting systems, medical carts, and patient care/obstetrics furniture. Since inception, IMS has grown from 3 principals serving one state to over 50 employees serving healthcare facilities across the country.

Our success stems from our ability to capitalize on healthcare and technology trends by partnering with leading manufacturers and suppliers to deliver superior products and system solutions using our signature sales and support expertise. IMS has developed a unique and individualized “solutions-based approach” to the complex needs of our customers that has helped us become a trusted partner to hundreds of hospitals. For more details, visit: <http://www.innovative-medical.com>

CORE JOB OBJECTIVE:

IMS team members are talented, highly motivated, business-minded, hardworking individuals who serve customers with integrity. Successful Account Executives take ownership of and proactively build the assigned territory and Integrated Delivery Networks (IDNs) by fanatically serving customers and consultatively selling solutions rather than products. The Account Executive serves on the “front lines” as the key customer contact and must successfully represent IMS in a manner that both retains current business and optimizes new sales. Account Executives are expected to put customers first and effectively utilize IMS resources to fully support the sales effort both pre- and post-sale. Our success starts with the Account Executive, making it a vital role within the IMS organization.

To be effective, the Account Executive should be able to fulfill the “Key Job Elements” described below.

KEY JOB ELEMENTS:

Core Responsibilities

- “Own” customer relationship as primary point of contact for both existing and prospective customers both within the assigned geographic territory and outside the territory as necessary to fulfill obligations for assigned IDNs

- Qualify existing and potential customers for all products and services provided by IMS in conjunction with Business Development Representatives (BDRs), Solutions Consultants, Product Managers and other teammates.
- Identify customer contacts responsible for completing contracts and standardization initiatives to promote IMS solutions as standards, including targeting IDNs for opportunities to streamline business transactions through a Master Sales and Services Agreement (MSSA)
- Follow up on qualified leads from various sources, including IMS teammates, manufacturers, suppliers, websites, and other sources
- Work with BDRs to connect with IDN members to actively promote solutions on contract
- Coordinate quotation, MSSA and product schedule presentations, as well as proactively initiate follow-up activities to move them to execution
- Represent IMS at customer sites to conduct discovery and gather relevant details and documentation, as well as coordinate project meetings, delivery, implementation, training and follow up
- Successfully present a multiple-department solution to customers with tiered buying influences ranging from facility-level staff to C-suite executives
- Coordinate customer meetings with other IMS teammates for product demonstrations, evaluations, walk throughs, and other essential tasks necessary to close the sale and ensure project success
- Accompany teammates and supplier representatives to existing and prospective customer meetings within territory
- Maintain presence through implementation, deployments, and post-sale follow up
- Meet and exceed both sales dollar goals and strategic business objectives

Day to Day Activities

- Effectively maintain and manage customer base by ensuring satisfaction with IMS products and services, communicating with customers concerning IMS's complete line of products and services, supporting customer contract/purchasing staff, and capitalizing on customer standardization initiatives
- Prioritize and follow up on all sales opportunities
- Respond to customer inquiries and coordinate responses with IMS teammates
- Attend project meetings and discovery initiatives at customer location
- Effectively present and demonstrate IMS products and services to current and potential customers both on-site and through remote technologies as appropriate
- Work closely with the IMS Sales staff, Product Managers, Product Specialists, Project Managers, BDRs, and Solutions Consultants to effectively communicate product and service opportunities, special developments, challenges, competition, and any additional feedback gathered through field activities
- Consistently utilize IMS's Customer Relationship Management (CRM) software to communicate daily account activity and review relevant activity of others
- Accurately update, manage, and review monthly forecasting through the CRM to ensure accurate account planning, activity prioritization, opportunity/project tracking, and territory sales forecasting
- Complete documentation necessary to move potential business forward such as demonstration equipment requests, quotation requests, contract requests, and system specification worksheets

PREFERRED EDUCATION AND EXPERIENCE:

- Bachelor's degree preferred but not required

- 5+ years of experience in outside B2B sales and/or customer service
- 3+ years of experience with direct sales and service to the healthcare market, primarily acute care hospitals and IDNs, preferred but not required
- Proven record of managing multi-level customer relationships, including key corporate-level decision makers

JOB SKILLS:

- Working knowledge of purchasing process, corporate contracts, and sales and service agreements
- Ability to identify customer problems and needs and outline available IMS solutions while delivering outstanding customer service
- Experience with new customer prospecting, including effective persuasion and influencing skills
- Demonstrated proficiency with servicing customers through relationship building and proven proficiency in retaining and growing business
- Highly motivated self-starter with a strong work ethic and demonstrated record of taking initiative to drive sales
- Willingness to work as part of a larger corporate team to reach overall product sales goals while also working independently from a home office environment
- Organized, detail-oriented, and capable of multi-tasking; must be able to successfully juggle sales of a broad range of products and services
- Excellent presentation skills with demonstrated proficiency in both oral and written communication
- Proficiency with technologies used to effectively conduct remote meetings, presentations, and product demonstrations
- Strong strategic and tactical selling skills
- Familiarity with functionality and purpose of commonly used networking systems used in healthcare facilities, such as Wi-Fi, BLE, and infrared

TERRITORY AND MARKET COVERAGE:

This Account Executive position is responsible acute care hospitals and IDNs within the territory defined below:

Indiana – Southern area of the state. Area south of an approximate line created west to east by Route 28, including the cities of Williamsport, Attica, Frankfort, Tipton and Elwood.

Ohio - Southwestern area of the state, including the counties of Darke, Shelby, Preble, Miami, Montgomery, Greene, Fayette, Butler, Warren, Clinton, Ross, Hamilton, Highland, Pike, Jackson, Clermont, Brown, Adams, Scioto, Lawrence, and Gallia.

Kentucky – the entire state.

KEY CALL POINTS:

IDNs: Contract Specialists, Supply Chain Management, Purchasing Agents, Information Technology Leadership, Financial Overseers, Senior Project Management

Healthcare Facilities: Information Technology Management; Obstetrics, Pediatrics and other Nursing Leadership; Project Management; Clinical Informatics; Security; Facilities/Engineering; Bio-Medical Engineering

COMPENSATION OVERVIEW:

- Base salary
- Commission plan
- Vehicle reimbursement plan
- Travel and business expense reimbursement
- Company-provided cell phone
- Comprehensive benefits package (including 401(k) plan; health and vision insurance; LTD)

WORKING CONDITIONS AND ENVIRONMENT:

The Account Executive/IDN Manager position is typically based out of the employee's home, and reports to the Sales Manager. Ideally, the position will be based in the Indianapolis, Louisville or Cincinnati vicinity. The position involves frequent travel (60% of working time) to support customers within the defined territory.

Physical Demands:

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

- Ability to sit or stand for periods required for travel, particularly travel by car
- Ability to drive a vehicle
- Ability to sit, stand or move as required to conduct training and presentations
- Ability to lift up to 50 pounds of demonstration equipment or other materials as required
- Ability to transport and set-up large amounts of demonstration equipment
- Ability to read a computer screen or projected screen