



JOB DESCRIPTION

JOB TITLE:

Business Development Representative

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 Business Development Representatives are talented, highly motivated, business minded, hardworking individuals with integrity. They have the desire and opportunity to build and develop an inside communication strategy as if this was their own business by consultatively interacting with existing and potential customers to identify opportunities for IMS products and services, then moving the opportunity to the next step of the sales process. The focus is customer-centric, and that strategy will position this role as a vital team in the sales efforts pre- and post-sale. This is a vital role within the IMS organization and the Business Development Representative plays a fundamental role in helping IMS achieve the market share goals, conquer customer acquisition and revenue growth objectives.

JOB OBJECTIVE:

The Business Development Representative is responsible for identifying prospective customers needing systems, products, and services sold by IMS. Also responsible for calling existing systems customers to validate satisfaction and identify planned changes, such as department moves, additions, or remodeling

that result in a sales opportunity. These objectives are achieved through by connecting with customers and prospective customers over the phone and within the digital landscape. This individual MUST be comfortable making dozens of calls per day, working with product managers, marketing, generating interest, qualifying prospects and potentially closing sales. This is dedicated to the role of tele-sales and spends most time connecting with customers or potential customers and documenting interactions.

KNOWLEDGE AND SKILL REQUIREMENTS

- Establish rapport with existing customers
- Ability to ask strategic questions to qualify opportunities for further pre-sales development
- Ability to identify customer problems and needs within the solutions available for sale
- Comfortable and familiar with digital conversation tools such as Skype or Go To Webinar
- Strong customer prospecting, persuasion, and influencing skills
- Demonstrate high degrees of diligence and accountability, with evidence of personal results
- Comfortable in a competitive environment, with evidence of personal ambition to improve
- Relentless persistence in the face of daily rejection and delays from potential prospects
- Understands necessity of their role within team and ability to work with teammates
- Experience selling over the phone and cold calling various businesses, hospitals a plus
- Detail oriented with respects to documentation, organization, follow up and communication
- Excellent oral and written communication skills
- Understanding of steps in the sales process
- Technical aptitude and a willingness to learn
- Entry level or 1+ years of proven success in a sales environment
- Report to Sales Manager and work as an important member of the sales team

KEY JOB ELEMENTS:

Sales Objectives

- Reach out to prospective customers to learn of interest in exploring products, systems, services, and solutions offered by IMS
- Connect with existing systems customers to identify upcoming projects: moves, additions, remodels
- Connect with prospective systems customers to identify new opportunities/leads
- Identify and validate customer contacts
- Identify cross-selling opportunities of IMS products, systems, and services
- Meet and exceed performance objectives for sales goals and strategic business objectives

Account & Retention Development

- Connect with existing systems customers to validate satisfaction
- Work with Territory Managers, Account Executives, and Product Managers on stalled opportunities for follow up
- Follow up on leads from web hits, suppliers, and other sources
- Qualify customer opportunity to understand budget, need, timing, and identify decision maker
- Hand off fully qualified leads to team members

- Work hand in hand with Marketing for communication on various marketing strategies
- Reach out to IDN facilities to alert them of a new MSSA and product schedules in place; introduce our product website when applicable
- Develop new business opportunities by cold calling a curated list of hospital contacts, to expand our clientele across all markets
- Responsible for achieving daily activity requirements through outbound contact
- Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions

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.

WORKING CONDITIONS AND ENVIRONMENT:

The Business Development Representative will be based at the IMS office in Grand Rapids. Travel is not required.

This position will report to the Sales Manager.

Physical Demands:

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

- Ability to sit or stand for periods of time as required to perform office duties
- Ability to read a computer screen or projected screen
- Ability to communicate orally or in writing

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