



JOB DESCRIPTION

Job Title: Business Relationship Manager

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. We deliver 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 servicing and consultatively selling solutions rather than products. The customer is first, with employees in place to support the sales efforts in order to build sales and service/support to grow and retain the customer relationship. In other words, it all starts with the Customer Relationship Manager, making it a vital role within the IMS organization. Philosophically, the objective is to provide an opportunity to grow professionally and financially so more customers served equals greater rewards.

Summary:

The Business Relationship Manager (BRM) is the primary point of contact for existing and prospective customers in the defined market territory and select Integrated Delivery Networks (IDNs) for all Innovative Medical Systems, Inc. (IMS) solutions. The BRM is responsible for customer retention and growth by identifying, presenting and coordinating new sales/projects in association with IMS teammates. The incumbent will also identify service opportunities to ensure a high level of customer satisfaction. This role will be accomplished from the BRM's in-home office with travel required roughly 60% to spend time at customer premises.

Objectives:

1. Retain existing customers and current levels of business
2. Growth from existing customers with additional products/services through executed Master Sales & Service Agreements (MSSA) and Product/Price Schedules

3. Growth from new customers

Core Responsibilities:

1. "Own" customer relationship as primary point of contact for existing and prospective customers
2. Qualify existing and potential customers for all products & services provided by IMS in conjunction with Business Development Representatives (BDRs)
3. Identify and connect with contacts responsible for completing contracts and standardization initiatives to promote IMS solutions as standards
4. Coordinate activities & teammates to move MSSA & Product Schedules to execution
5. Work with BDRs to connect with IDN members to actively promote solutions on contract
6. Represent IMS on-site for discovery, detail gathering and documentation, project meetings, delivery, implementation, training and follow up.
 - a. Within defined geographic territory
 - b. Outside normal territory as required to fulfill IDN obligations
7. Follow up on qualified leads from various sources as necessary
 - a. IMS Teammates
 - b. Manufacturers/Suppliers
 - c. Website/other sources
8. Coordinate meetings with other IMS staff for product demonstrations, evaluations, walk throughs, and other essential tasks
9. Accompany teammates and representatives from suppliers to existing and prospective customer meetings within territory
10. Coordinate quotes & Product Schedule presentation, and initiate follow-up activities
11. Maintain presence through implementation, deployments, and post- sale follow-up

Day to Day Activities:

- Initiate contact with existing customer to:
 - ensure satisfaction with IMS
 - inform of complete line of services/products offered by IMS
 - discover standardization initiatives and supporting contract/purchasing staff
- Prioritize and follow up on all opportunities
- Respond to customer inquiries and coordinate responses with IMS teammates
- Attend project meetings and discovery initiatives at customer location
- Present solutions and demonstrate products both on-site and via conference call or via web-style remote technologies
- Document activities in CRM for account planning, prioritization of activities, tracking opportunities/customer projects such as demos & evaluations, sharing information with teammates, and managing territory forecast
- Interact extensively with team members: Sales, Product, and Project Management, Contract Specialists, Sales and Service Support representatives

Reporting:

This position will report to the Sales Manager and will work closely with Product Managers, Sales Support Specialists, Business Development Representatives, Contract Management, and Service Management. Success will be measured by:

- total sales in defined territory and with designated IDN's
- account qualification – goal: identify solutions used in all IMS product groups
- IDN contracts & product schedules completed and in progress
- customer interactions – quantity, quality, and type of direct communications with customers and prospects as reported in CRM
- customer retention – total number of accounts purchasing from IMS
- account cross-sales – number of products groups purchased per account

Qualifications & Skills:

- Minimum 3 years healthcare related job experience
 - Primarily Acute Care and IDN
 - Ideally with OB, IT, Security, Facilities, Supply Chain, Contract Administration
- Minimum 5 years outside (face-to-face) B2B sales and/or customer service experience
- Bachelor's degree – emphasis in business a plus
- Proven record of working with customer key decision makers
- Working knowledge of corporate contracts, sales, and service agreements
- Ability to identify customer problems and needs within the context of solutions available for sale
- Experience in delivering outstanding customer service
- Highly motivated self-starter, with demonstrated initiative and sales/service success
- Demonstrated technical proficiency: networks, Wi-Fi and similar communication methods; functionality/purpose of commonly used systems in hospitals
- Experience with buildings/facilities and comprehending blue prints
- Project management experience a plus
- Ability to travel 60% of the time
- Ability to transport, move, and set up large amounts of demonstration equipment
- Valid driver's license
- Excellent oral, written, and presentation communication skills
- Proficient with technologies used for remote presentations, meetings, and product demonstrations
- Capable of working independently from home office environment
- Understands necessity of and role within team and ability to work with teammates
- Capable of multi-tasking: organizationally and with a broad product mix. In other words, a generalist with sales, service, and product management responsibilities across the range of products offered by IMS.
- Detail oriented with respects to observation, documentation, and communication
- Skilled in strategic and tactical selling
- Comfortable with group presentations and interactions

Additional Expectations:

- Effectively present IMS sales, marketing, and technical documentation
- Show an aptitude for multi-tasking and the ability to present a multiple department solution with numerous buying influences ranging from general staff, middle management, and upper management
- Manage IMS customer demonstration equipment
- Work closely with the IMS Product Managers and Specialist(s) to effectively communicate product and service opportunities, special developments, problems, challenges, competition, and any additional feedback gathered through field activities to appropriate company staff
- Complete IMS documentation for demonstration equipment, quotation requests, System Specification Worksheets, and other documentation to communicate details internally to move potential business forward
- Effectively update, manage, and review a monthly forecast by updating the CRM
- Attend to administrative processes and procedures including expense reports, planned and unplanned absences
- Exhibit a good work ethic and willingness to do whatever is required to get the job done

IMS Products:

IMS has a philosophy of offering 'best of breed' products which entails a mixture of products and services from different manufacturers. In order to offer the best solutions-based approach for the customer based on application, a variety of suppliers and solutions are necessary because hospitals seldom fit a "one-size-fits-all" scenario. IMS has marketing agreements with a number of manufacturers, both exclusively and non-exclusively. A testament to the success of IMS is that within the 'core' group of manufacturers, many are the 'market leader' in their respective market segments. See the IMS website at www.innovative-medical.com for more details.

Territory Coverage:

This Business Relationship Manager is responsible for customers located in the following:

- **Minnesota** – the entire state
- **Wisconsin** – the entire state
- **Iowa** - roughly the northern two-thirds of the state. Specifically the entire state except these counties: Pottawattamie, Cass, Adair, Madison, Warren, Marion, Mahaska, Keokuk, 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.
- **Other** – other areas outside of this territory may be added as necessary, as driven by IDN contracts.

Market Coverage:

Healthcare Integrated Delivery Networks, Acute Care Hospitals, and Alternate Care/Senior Living Communities/Long Term Care Facilities

Key Call Points:

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

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

Alternate Care: Nursing Leadership, General Administration

Compensation Overview:

- Base Salary
- Incentive Plan
- Mileage Reimbursement Plan
- Travel and Business Expenses
- Mobile/Smart Phone
- 401(k) Plan
- Health Insurance Plan
- Vision Plan

Working Conditions and Environment:

The Business Relationship Manager will be based out of their home, preferably near the Twin Cities Metropolitan area of Minnesota. Travel is expected to support the customers within the defined territory. This position will report to the IMS Sales Manager.

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 sales presentations
- Ability to lift up to 50 pounds of demonstration equipment or other materials as required
- Ability to read a computer screen or projected screen