



Job Description

Territory Sales Manager

SUMMARY:

This position is responsible for understanding and developing assigned territory to maximize and grow revenue and profits by selling Craneware product solutions to existing customers and acquiring new business. This position reports directly to the Regional Vice President.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Core duties and responsibilities include the following:

- Develop an in-depth knowledge of Craneware's core products via successful completion of required sales training program, and utilize this knowledge to successfully sell Craneware product solutions to new and existing customers in assigned territory.
- Create and execute a territory sales plan that meets or exceeds established sales quotas and supports Company revenue and profit targets.
- Optimize business development plan by working closely with Assistant Sales Managers to maximize time in the field and overall efficiency through development and prequalification of leads.
- Meet regularly with existing customers and prospects in sales territory to understand their evolving business needs and position product solutions to meet surfaced needs.
- Continuously expand customer understanding and use Craneware product solutions and capabilities.
- Build long-term, productive, and mutually beneficial relationships with existing and new customers.
- Maintain consistent communication and timely follow-up with customers and prospects and be available and responsive to customer's real-time needs.
- Work effectively with internal support departments (Marketing, Professional Services, Product Development) to promote sales for new and existing customers to maximize Craneware's visibility with hospitals, executives and professional associations.
- Attend conferences and professional association meetings and promote Craneware product solutions and brand.
- Complete sales activity reports and presentations in a timely manner.
- Other duties may be assigned.

SUPERVISORY RESPONSIBILITIES:

No direct supervisory responsibilities.

SKILLS/COMPETENCIES:

- **Destination & Compass** – Has a written territory goals, has written strategic plan, writes compelling SMART goals and is committed to them, knows what must be done and why, has a developed action plan and follow the action plan, has determined possible obstacles and has a plan to deal with the obstacles, has check points and debriefs daily, and continuously monitors performance in sales closures.



- **Outlook** – Believes in self, company and marketplace and is passionate about learning and growing. Takes responsibility for own success, doesn't externalize, accepts challenges, does not take "no" as failure, but as an opportunity to succeed.
- **Communication** –Creates and sustains ongoing forums that encourage two-way communication opportunities; demonstrates and promotes positive prospect, client, and work relationships; proactively addresses and manages conflict and disputes; works to achieve constructive resolution.
 - Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
 - Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Character** - Demonstrates unquestionable integrity in every aspect of work and dealing with others; Consistently models desired behaviors and values established by the company; Respects diversity of perspective in discussions and demonstrates an inclusive style; Demonstrates concerns for job safety for self and others.
- **Sales Acumen** - Doesn't take things personally, knows what to say or do at the appropriate time; Is cool under pressure and is prepared for whatever the prospect or client does or says; Doesn't strategize "on the fly", doesn't over analyze, and stays in the moment; Asks thoughtful questions, displays effective listening, demonstrates product value; Is tenacious, maintains continuous contact with prospects and clients to establish need(s); Demonstrates effectiveness in linking product features/benefits to client needs.
- **Results Orientation** – Makes fact based decisions and follows through to completion, analyses and uses data to achieve sales goals, drives execution, initiates action and follow-ups to successful completion, effectively demonstrates how solutions will solve prospects or client's problem(s), continuously conducts post call debriefs and performs pre-call strategies.
- **Collaboration** - Effectively builds and maintains partnerships with clients, prospects and people at all levels across the company. Contributes to team and company success. Maintains flexibility and reacts to change appropriately. Communicates and shares information with candor that builds trust and enhances relationships.
- **Administrative Management** - Continuously manages administrative functions to ensure quality and timeliness, manages accurate and timely sales activity and performance reports, analyses report data to project trends and build forecasts, maintains accurate and complete client and prospect database.

**EDUCATION:**

B.A., Business, Finance or other related field or equivalent work experience

EXPERIENCE:

- Minimum of 5 years healthcare sales experience, with at least 3 years revenue cycle experience. Revenue integrity solutions preferred
- Experience selling to acute care facilities (IDNs, Community Hospitals, and/or Critical Access Hospitals)
- Experience selling at C-Suite level, VP or Director
- Demonstrated sales track record, new sales track record & quota attainment
- Understanding of revenue technology (HC/RC/RI) required
- Ability to effectively utilize CRM to maintain and develop assigned territory
- Demonstrated effectiveness in new business development and lead qualification
- Ability to work effectively in a home-based environment
- Ability to travel extensively within assigned territory (50% -75%)

COMPETENCIES

- Results-oriented, tenacious, self-starter who strategically plans for success
- Demonstrates impeccable sales acumen with passion and drive for success
- Excellent communication skills (verbal and written)
- Excellent presentation skills (development and delivery)
- Effective team player with ability to build and maintain positive relationships
- Excellent planning, investigative, analytical and reporting skills
- Experience inputting and retrieving data to develop and/or nurture leads