



Job Description

Sales Operations Manager

SUMMARY:

The **Sales Operations Manager** is a key role within the Sales Support group. The Sales Operations Manager will be the primary point of contact for the Sales Team, Professional Services, Marketing, Finance and other departments. The Sales Operations Manager will be responsible for a Sales Support team who are responsible for inbound and/or outbound lead generation for new product sales to both new and existing customers as well as future sales. The Sales Operations Manager will also be responsible for sales forecasting, analytics, productivity, CRM maintenance and other sales support functions. This position reports directly to the Executive Vice President of Sales.

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 lead Sales Support operations.
- Manage a successful sales support team and ensure that the team consistently meets or exceeds daily sales performance metrics.
- Work with EVP of Sales to create and maintain a world-class Sales culture, focused on delivering results by providing ongoing coaching and development of sales support staff.
- Work with Sales RVPs to motivate and drive performance of the Sales Team. Consistently ensure that business is conducted with integrity at all times and that behaviour aligns with Craneware values.
- Serve as the main point of contact for Sales Team and address calls for most general business issues; escalate to EVP of Sales, as appropriate.
- Work closely with EVP of Sales to drive strategy through discussions with Sales Team.
- Analyse performance metrics data and leverage it to effectively coach and develop the Sales Support team.
- Effectively manage Sales Operations expenses to ensure delivery of internal gross margin goals.
- Responsible for the development and implementation of new processes and procedures for effective and efficient team operations.



Sales Operations Manager
Page Two

- Act as a liaison/partner between the Sales Team and other internal customers.
- Remain knowledgeable of key processes, business initiatives and internal resources in order to assist the sales team and recruitment in accomplishing company goals.
- Work closely with Sales Managers and the Pricing Analysts to address contract issues or concerns and to ensure the timeliness of contract review.
- Approve expenses and manage profitability reporting as it relates to field metrics.
- Provide support to divisional leadership (i.e. reporting for RVP), as necessary.
- Identify opportunities and weaknesses within territories and make proposals to create value and increase operational efficiency.
- Work effectively with internal support departments (Marketing, Professional Services, and Product Development) to develop effective sales strategies that promote sales to new and existing customers.
- Work closely with Marketing to create, implement, and track successful marketing campaigns that maximize Craneware's visibility with hospitals, executives and professional associations.
- Continuously research and remain knowledgeable of industry trends and competition.
- Attend conferences and professional association meetings and promote Craneware product solutions and brand to increase leads and drive sales.
- Complete sales forecasts and sales activity reports and presentations in a timely manner.
- Provide functional supervision to the Atlanta-based Contracts & Pricing Team.
- Other duties may be assigned.

SUPERVISORY RESPONSIBILITIES:

Supervise a Sales Support team.

Functional supervision of the Atlanta-based Contracts & Pricing Team.



Sales Operations Manager
Page Three

SKILLS/COMPETENCIES:

- **Destination & Compass** – Has a written Sales Support 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 of lead generation.
- **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.



Sales Operations Manager

Page Four

- **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
- Experience managing Sales Support teams with demonstrated new sales track record & quota attainment
- Demonstrated leadership, communication and problem solving skills
- Understanding of revenue technology (HC/RC/RI) helpful
- Ability to effectively utilize CRM tools to monitor performance and effectiveness of lead generation
- Demonstrated effectiveness in new business development strategies and lead qualification
- Demonstrated ability to evaluate and balance team and individual workloads through effective time management, prioritization, and organizational skills.
- Ability to work effectively in an office-based environment
- Ability to travel as required meeting team and department goals (25%)

This is an Atlanta Office-based position.