



OmniGuide, Inc.

Job Description

Job Title: Sales Representative

Incumbent:

Department: Sales

Reports To: Regional Manager

Primary Job Responsibility:

Execution Orientation

- Execute plans to achieve company goals and objectives
- Achieve sales targets
- Maintain accurate account records
- Execute marketing strategies
- Ensure effective coverage of accounts within territory geographic areas
- Control expenses

Influence and Selling Skills

- Identify, establish and maintain productive relationships with key decision makers
- Plan and implement effective sales/product presentations
- Identify and develop new business opportunities
- Representative at industry conferences
- Develop and implement strategies to counter competitors
- Initiate and manage equipment trials for new customers

Customer Service

- Respond to customer requests and resolve complaints
- Educate customers to ensure that products are understood and used effectively
- Maintain high standards of personal presentation and promote a professional personal and company image

Communication and Company Support

- Coordinate with other sales team members and customer service to ensure that customers are provided outstanding support
- Contribute to the development of a strong team effort
- Train and mentor junior sales reps
- Demonstrate the capability to lead, hire and develop a sales team
- Actively participate and lead company initiatives such as product launches, key customer programs and strategic planning sessions
- Communicate market intelligence/competitor activity promptly
- Ensure a professional standard of written and verbal communication

Self Development and Product Knowledge

- Develop and maintain comprehensive clinical and technical product knowledge
- Recognize and understand competitive products, features, strengths in relation to the company's products
- Actively participate in skills development programs



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Knowledge and Skill Requirements:

- **2 plus years surgical sales experience in a hospital environment.**
- **Prior capital equipment sales experience.**
- **Demonstrated success in previous sales role; indicating a high level of sales performance, and demonstrated success selling capital equipment.**
- **Ability to teach and educate medical personnel, peers and technical support personnel.**
- **Computer proficiency.**
- **Ability to travel 50% of the time.**

Education and Training Requirements;

Bachelor's Degree required with a technical degree preferred.

Approvals:

Employee _____ **Date** _____ **Supervisor** _____ **Date** _____

HR _____ **Date** _____