



JOB DESCRIPTION – SALES ACCOUNT MANAGER (EUROPE)

Job Title	Sales Account Manager (Europe)
Reports to Title	VP International Sales
General Accountability	<p>Our mission is to Profoundly change the standard of care by creating a tomorrow where clinicians can confidently ablate tissue with precision; a tomorrow where patients have access to safe and effective treatment options, so they can quickly return to their daily lives. Changing the standard of care is part of our fabric. We are a group of energetic, problem-solvers focused on innovation, and looking to change the world. If you want to make a Profound impact with your career, here is your chance.</p> <p>The Sales Account Manager is responsible to drive sales results and manage related activities to achieve targets. Activities include negotiating contracts, building the funnel for market development, managing customer, dealer, and vendor relations, and closing opportunities to reach sales performance goals. This individual will monitor sales forecast and financial goals, prepare and deliver sales materials and product demonstrations and organize and/or attend conferences, exhibits and other sales promotions. The Sales Account Manager is also responsible for forming & executing on strategic territory sales plans for the defined territory.</p> <p>The Sales Manager generates, qualifies, and follows up with prospects and leads, cultivating opportunities to close directly or with channel partners including MRI vendors or agents and distributors.</p>
Duties and Responsibilities	<ul style="list-style-type: none"> • Manage and drive the sales efforts and activities in the defined territory in alignment with corporate revenue goals and objectives. • Understand market potential within defined territory and help strategize and prioritize time and resource allocation. • Assist V.P. of International Sales in the development of strategic plans for the defined territory with regards to direct sales, distribution channels, reselling and other growth opportunities. • Analyze the effectiveness of sales programs. Recommend and implement changes based on findings. • Develop, manage, and nurture new business accounts and partnerships to accomplish profit and volume goals. • Prepare, and deliver sales materials, attend trade show exhibits, conference appearances, and other promotional programs. • Assist corporate marketing functions in establishing regional marketing plans to achieve sales objectives and influence/adapt advertising campaigns and programs for the defined territory. • Meet forecasted sales goals and maintain a rolling 12 month sales and forecasts plan for the defined territory. • Provides product demos including site visits on request to

	<p>qualified customers.</p> <ul style="list-style-type: none"> Overcomes business and technical objections of prospective customers. Addresses customer concerns in a professional, productive, and timely manner. Emphasizes saleable features, quotes prices and payment terms, and prepares sales orders for orders obtained. Responsible for terms and conditions of each customer order. Responsible for managing all relevant sales data in a timely manner utilizing the companies CRM-tool including but not limited to leads, contacts, accounts, opportunities, tasks, meeting reports, follow-ups, complaints, quotations, delivery and shipment dates. Complete other duties as necessary
Competencies	
Education	<p>Bachelor of Science MBA also an asset</p>
Key Attributes (experience, skills and technical knowledge)	<p>Requirements</p> <ul style="list-style-type: none"> Direct Sales experience with 8-10 years of experience in the medical device industry 3-5 years of direct work experience in a sales management capacity Capital equipment sales experience Experience in all aspects of sales, including growth strategies, distribution channel management, account development, and business planning Extensive travel is required in this position Fluent in English <p>Key Attributes</p> <ul style="list-style-type: none"> Strong knowledge of sales principles, methods, practices, and techniques Solid negotiation, conflict resolution, and people management skills. Excellent teamwork and team building skills. Able to build and maintain lasting relationships with corporate departments, key business partners, and customers. Knowledge of cost analysis, fiscal management, and budgeting techniques. Strong problem identification and problem resolution skills. Ability to create and edit sales materials and presentations. Able to effectively communicate both verbally and in writing. Ability to coordinate and organize meetings, and other events