Medis
MEDICAL IMAGING

Job Description

Sales Support & Funnel Analyst

Position in Organization

Reports to:
- CCO

Direct reports:
- NA

Aim of the role

The Sales Support & Funnel Analyst is managing and processing Order Intake and Sales, proper execution of incoming Purchase Orders and invoicing to and from customers. He/she ensures projects are assigned to the I&S team to execute on these PO's. Next to that he/she supports the commercial strategy execution by delivering meaningful, accurate and timely reporting & analysis on commercial activity and compliance, thereby supporting relevant stakeholders to make fact-based sound business decisions. He/she assesses the leading funnel indicators like market coverage, win/loss, funnel forecasting and pricing and supports in case of target deviation the definition of corrective actions.

Key Sales Support responsibilities:

- Manage and process Order intake, including process invoice (to client/file)
- Generate Projects assigned to I&S with relation to the sales procedures;
- Manage Demo laptop planning
- Manage mail box: sales@medis.nl and order@medis.nl
- Backup for Sales Support & Channel Analyst
- Ensure quality, accuracy and integrity of information stored in our systems, maintaining the design and controls in the process and subsequently the integrity of the data.
- Update of Salesforce Price list (max 2x per/year) in CPQ/quoting tool
- Maintain Salesforce with respect to entering new product codes and maintaining quotation templates for direct sales activities; Maintenance of Salesforce with respect to entering new product codes and pricing for Distributors and/or Partners contracts;
- Provide Salesforce training of new sales employees. Regular follow up training of colleagues.

Key Funnel Analytics responsibilities:

- Provide funnel analytics based on Sales Force Dashboards
- Provide Installed Base (IB) analytics
- Continuous improvement of sales processes
- Accountable for reliability, timeliness and accuracy of the monthly Sales Cadence Analytics and related reports: Generate regular forecast reports for CCO, MT
- Analyse the funnel health and funnel coverage versus business commitments

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- Analyse the Forecast accuracy and seasonality in the Funnel per quarter (Example: Q1=20, Q2=20, Q3=30, Q4=30).

Accountabilities:

Accountable for the correct input of PO's and assigning Projects to I&S based on the received Purchase Orders. Accountable for the correct input of Pricelists and changes in Product Codes into Salesforce. Accountable for reliability, timeliness and accuracy of the monthly Sales Cadence Analytics and related reports.

Key measures (Performance Metrics):

- 1st time right input of PO's and assign projects to I&S through clean order package
- On-time delivery and accuracy of core deliverables (Sales Cadence review)
- Harmonization & automation objectives linked to standard work
- Efficiency of the processes managed
- Continuous improvement of processes
- Clean order rate
- Throughput time of Quote / Tender / Order cleaning process
- Quality management on sales/operations tools (e.g. SFDC, SOFON, Comm. Cell, etc.)
- Forecasting accuracy / Funnel health / Inventory

Education, Experience

- Middle- or higher education with attention to languages, marketing or other related educational programs
- Experience in business related activities, such as Order Management & Logistics
- Proven experience in managing multiple projects simultaneously in a fast-paced environment
- Strong analytical experience in combination with experience in CRM/Salesforce

Personal Skills and competences:

- Accurate, Proactive with attention to details
- Excellent communication skills, written and verbal, in English and Dutch
- Ability to work both in a team and independently
- Strong analytical & good communication skills
- Microsoft Office experience and Excel (complex excel spread sheets) knowledge are a must.
- Experience with Salesforce en CPQ (quoting tool Salesforce)