

Job Description

Sales Manager North America

Position in Organization

Reports to:

- Chief Commercial Officer or General Manager North America

Direct reports:

- NA

Aim of the role

Responsible for maximizing order intake, sales and customer satisfaction whilst developing and optimizing the customer relationship in order to ensure the long-term profitability in the defined number of accounts in North America.

Key Sales Support responsibilities:

- Maximize order intake and sales
- Ensure continuity of the relationship with the accounts and operates at multiple levels in the accounts' organizations
- Contribute to the development and implementation of local marketing strategies
- Responsible for filling the CRM Salesforce
- Analysing win & loss deals, expectations, customer satisfaction, market, competition and trends
- Collaboration with channel partners where required
- Coordinate all internal necessary resources to obtain objectives and where necessary involves others where necessary
- Ensure quotations are completed and delivered within time limits
- Ensure that completed quotations are based on a solution / configuration compliant to specifications validated by the business
- Responsible for reporting customer feedback
- If and when required provide dedicated support to assigned accounts to ensure timely handover of the signed customer acceptance document
- Participating in trade shows
- On-site demonstrations and presentations
- Partnering with operations, marketing and product specialists to ensure delivery to the customer
- Develop and maintain a professional ex- and internal network
- Has the authority and accountability to negotiate contracts and prices within the limits of the sales plan and policy
- Prepare the annual account plan in line with the regional strategy and execute
- Gains and maintains market information and knowledge in order to obtain and maintain the targeted market shares in all assigned product categories
- Contributing to each product-marketing plan as to product prices and sales priorities

- Responsible and accountable for local sales forecast
- Ensure continuity of the relationship with accounts and operate at multiple levels in the accounts' organization, but also facilitates the executive level interfaces between company and the accounts
- Creation and implementation of the national and/or regional sales strategy – the sales plan, sales forecasts and achievement of targets
- Manage Channel Partners in the assigned territory
- Operating at Multi Country level/State level

Accountabilities:

Authority to make decisions on sales and service activities in the assigned accounts within the district as directed by the Chief Commercial Officer or GM North America and in line with the regional strategy and authorization matrix.

Key measures (Performance Metrics):

- Order intake, price realization and sales
- Customer Satisfaction (NPS)
- Forecast accuracy and correct data in CRM Salesforce
- Installed base development
- Customer maintenance contracts
- Clean orders (Order Data Sheet)

Education, Experience

- Proven track record in complex Medical Device/IT Sales/Account Management (2+ years preferably in Healthcare - hospitals, clinics, cardiology, radiology or imaging centres)
- Knowledge of healthcare trends, industry standards and successful strategies for hospitals
- Bachelor's or Master's degree in a (bio)medical imaging or an IT-related discipline

Personal Skills and competences:

- Excellent communication skills, written and verbal,
- Professional and confident in speaking to small and medium-sized groups
- Ability to work both in a team and independently
- Willing to travel frequently