

Position Description

Sales Executive
Date: March 2011

Role – Purpose and Scope

The Sales Executive role sits within the Sales team in Medtech Healthcare Pty Limited. It reports to the Chief Technical Officer and is based in our Melbourne office.

The purpose of the role is to carry out sales and marketing activities selling the Medtech suite of software products including answering client enquiries, sales administration, and assisting with sales support activities such as product demonstration; carrying out site visits, ascertaining and meeting the needs of customers through problem/issue solving, advising on product upgrades and new Medtech software products.

Salary Range

This position is full time (nominally 40 hours per week) and the salary offered is will be commensurate with skills and experience.

Key Result Areas

1. Sales activity

Key Responsibilities	Outcome	Performance Measure
Contact new and existing customers to discuss their needs, and to explain how these needs could be met by specific products and services	All customers/sites are visited regularly and needs analyses prepared for each	CRM – reporting system, call schedule and customer feedback
Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences	Develops and maintains prospective customers database and sources 60% new business	CRM reporting
Become a product expert for the suite of Medtech products able to conduct sales demonstrations	Competently and confidently able to present Medtech products to clients and new leads	Customer feedback and Manager feedback.
Preparation and processing of invoices, quotes, letters and other documents, using word processing, spreadsheet, database, or presentation software	Documentation is prepared in a timely fashion, is accurate and free of errors	Review of documentation and feedback from Sales staff and Training manager

Prepare and follow up sales contracts for orders obtained, and submit orders for processing	Sales contracts are prepared on time, are accurate and free of errors. Follow ups are completed in a timely fashion	Sales documentation and feedback from finance and administration department
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2. Account Management

Key Responsibilities	Outcome	Performance Measure
Manage existing customer sites as allocated, resolve current issues regarding site retention and extract new sales opportunities	Sites are well managed, issues are resolved and sales opportunities identified	Reports from CRM
Conduct site visits to review use of software products. Identify and report on issues, advise/suggest enhancements.	Sites are visited, issues and enhancements are reported.	Reports from CRM
Educate and re-establish contact with local GP divisions and associations as directed	Effective relationship with local GP divisions is established.	Customer feedback and CRM.

3. Projects or other duties

Objective – To carry out other duties which may reasonably be required by the Manager from time to time in the course of Medtech’s business and which fit the role’s purpose as stated and for which the position holder is qualified or has received adequate training or instruction.

4. Health and safety

Outcome: To ensure a safe and healthy working and learning environment is maintained at all times.

Key Responsibilities	Outcome	Performance Measure
Comply with Occupational Health and Safety Legislation and Regulations	Is informed of OSH safety requirements.	Health and safety induction process is completed.
Observe all Medtech Group’s safe work policies and procedures.	Is familiar with health and safety policy of Medtech.	Health and safety induction process is completed.
Take responsibility for your own health and safety and ensure no action or inaction on your own part harms others in the workplace.	Acts responsibly and follows Company policy and procedures for health and safety.	Accident/incident register and hazard register.

Person Specification

Part of what makes Medtech as successful as it is, are the highly motivated people who work here. An inspiration to your colleagues, you are a driven and highly motivated account manager

who is hungry for success; and with a committed motivation to getting things done, you always place the client at the centre of everything you do.

Technical or Professional Knowledge, Skills and Experience

A minimum of 3+ years of demonstrable account management experience is required in either the IT, software development or health care industries. Proven ability in communication with customers and stakeholders.

Knowledge of the principles and processes for managing customer and stakeholder relationships, including marketing and communications. This includes customer needs assessment, market analysis, meeting quality standards for services, and evaluation of customer satisfaction.

Working knowledge of administrative/clerical procedures and systems such as managing files, records and databases including customer management software and operating systems. Familiarity with the Microsoft suite of products/applications and ERP systems ie Navision is essential.

Candidates with work experience or knowledge of our Medtech32 product would be well regarded.

Behaviours

These are the abilities, attributes and personal characteristics that the staff member will need to consistently display in order to achieve their Key Result Areas (KRAs) [that is, to do the job effectively]. These behaviours describe how someone does the job, whilst KRAs describe what is to be done.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Monitoring — Monitoring/assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Persuasion – persuading others to change their minds or behaviour.

Service Orientation — Actively looking for ways to help people.