Business Development Consultant

Role – Purpose and Scope

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.

Key Relationships

This position reports to the National Sales Manager.

Salary Range

This position is full time (nominally 40 hours per week). The salary offered will be commensurate with experience and will contain a commission component in respect of sales achieved.

Key Result Areas

Key Result Areas or KRAs are the main functional tasks of the role on which your performance will be measured or assessed on a quarterly basis.

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<thead>
<tr>
<th>Key Responsibilities</th>
<th>Outcome</th>
<th>Performance Measure</th>
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<tbody>
<tr>
<td>Contact new and existing customers to discuss their needs, resolve issues and assess how their needs can be met by Medtech’s solutions/products and services</td>
<td>All customers/sites are visited regularly and need analyses prepared for each</td>
<td>CRM – reporting system, call schedule and customer feedback</td>
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<td>Preparation and processing of invoices, quotes, letters and other documents, using word processing, spreadsheet, database, or presentation software</td>
<td>Documentation is prepared in a timely fashion, is accurate and free of errors</td>
<td>Review of documentation and feedback from Sales staff and Training manager</td>
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<tr>
<td>Prepare and follow up sales contracts for orders obtained, and submit orders for processing</td>
<td>Sales contracts are prepared on time, are accurate and free of errors. Follow ups are completed in a timely fashion</td>
<td>Sales documentation and feedback from finance department</td>
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<tr>
<td>Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences</td>
<td>Develops and maintains prospective customers database and sources new business</td>
<td>CRM reporting</td>
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<td>Become a product expert for the suite of Medtech products and be able to conduct sales demonstrations</td>
<td>Competently and confidently able to present Medtech products to clients and new leads</td>
<td>Passing examination at the grade of 90% or above</td>
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<tr>
<td>Prepare weekly sales report on sales activities, new prospects etc.</td>
<td>Accurate sales report is prepared on time, updating sales activity weekly</td>
<td>Weekly sales report and CRM</td>
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<td>Participate and contribute to industry events/conferences as requested</td>
<td>MedTech is represented in a polished and professional manner.</td>
<td>Feedback from Manager and customers</td>
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<td>Ensure compliance with ISO and ISMS policies, service level agreements and procedures</td>
<td>All policies are implemented and service standards are complied with</td>
<td>Feedback from manager</td>
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2. **Projects or other duties**

**Objective** – To carry out other duties which may reasonably be required by the Chief Executive at his absolute discretion, 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.
**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 motivated sales professional with a proven record of success in developing and maintaining customer relationships. With a committed motivation to getting things done, you always place Medtech’s customers at the centre of everything you do.

**Technical or Professional Knowledge and Experience**

A minimum of 3+ years of demonstrable business development with a proven sales history in either the IT, software development or health care industry. Proven ability in communication with customers and stakeholders. Previous experience in the health sector and Medtech32 and other Medtech products would be particularly well regarded.

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 CRM is essential.
Skills and Abilities

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.