

TERRITORY SALES MANAGER

REPORTS TO: VP, Sales, ReSound

LOCATION: Toronto, Ontario

PRIMARY FUNCTION:

To achieve ReSound sales and profitability objectives for the assigned region. Attain short and long-range sales objectives by providing audiological and technical training designed to increase Clinician/Dispenser product utilization, increase knowledge, skills and familiarity with the ReSound product line in accordance with Company sales plans, programs and budgets. Regularly communicate information on account and competitive activities to sales and sales management personnel and provide effective service to assigned customers.

AREAS OF RESPONSIBILITY:

Sales Achievement

1. Achieves sales volume goals and budgets for the assigned region – exceeds net hearing instrument and accessories related sales quota on a monthly, quarterly and annual basis.
2. Provides ongoing in clinic training to clinicians to convey product knowledge, update customers on new hearing aid technology and other related technological issues.
3. Provides technical response/support to all customers in the assigned region.
4. Quickly and effectively builds strong relationships with all clinic staff, management, HCPs and support staff
5. Effectively manages the level of returns, repairs and remakes in order to enhance Company profitability.
6. Manages product portfolio to maximize profitability.
7. Maximizes distribution of ReSound products to targeted accounts.
8. Achieves new product launch objectives with new and existing customer base.
9. Develops and implements quarterly customer business plan and effectively monitors/measures promotional success.

Account Management

1. Develops comprehensive sales plans for all accounts, inclusive of call schedules, routing, account analysis and forecasting
2. Plans each call by assembling and reviewing account information, sales tools, and setting call objectives
3. Executes calls on each assigned account on a planned regular basis. Identifies key personnel and maintains regular communication with all necessary contact points within the account.
4. Builds and maintains solid customer relationships.
5. Maintains updates Customer Profiles and account records/files.
6. Develops, presents, implements and follows-up on account sales plans consistent with ReSound guidelines with respect to BPP and promotional spending: monitors performance against agreed commitments.
7. Communicates all relevant account information to appropriate ReSound sales/sales management personnel.

Administration

1. Completing appropriate sales and corporate reporting requirements in a timely fashion.

2. Maintaining expenses within published corporate guidelines.
3. Organizes and maintains records and files.
4. Maintains company equipment (computer, sales tools, files etc.).

EDUCATION:

University Degree (major in Business, Science or equivalent).

Audiology or Hearing Instrument Specialist designation is preferred.

EXPERIENCE:

- Minimum of 5 years sales experience preferably in hearing instrument or other medical industry sales.
- Knowledge of hearing physiology a definite asset.
- Ability to efficiently and effectively manage work priorities and territory coverage.

KNOWLEDGE SPECIFICATIONS:

- Leading through vision by keeping the organization's vision at the forefront of associate decision making and action.
- Communication by clearly conveying information and ideas through a variety of forms to individuals or groups in a manner that engages the workforce and helps them understand and retain the message.
- Innovative by generating innovative solutions in work situations.
- Building customer loyalty by effectively meeting customer needs.
- Building a successful team by using appropriate methods and a flexible interpersonal style to help build a cohesive team.
- Aligning performance for success by focusing and guiding others in accomplishing work objectives.
- Strong verbal, presentation and written communication skills.
- Strong planning and organizational skills.

PHYSICAL REQUIREMENTS: Extensive travel throughout territory

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