SUMMARY:
This position is responsible for working with new and prospective clients as well as internal clients to effectively discuss the features and benefits of all Craneware product solutions.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
Core duties and responsibilities include the following. Other duties may be assigned.

- Understand and effectively presents and delivers presentations on the full suite of Craneware products, features and benefit to new and prospective clients as well as internal clients to promote sales and product development.
- Effectively describes the process and value-added benefits of the Craneware implementation process to new and prospective clients.
- Competently conduct Q&A sessions; providing accurate and complete information.
- Work closely with customers to understand their organizational pain points and effectively link product features and benefits to the customer’s needs to help promote sales.
- Continuously review industry trends and client feedback to anticipate future market needs; working closely with Product Management.
- Provides sound organisation and support for Craneware-sponsored trade shows and management of all aspects of local and regional assigned trade shows.
- Effectively utilize the CRM, pipeline and activity processes to identify, assist, manage, and drive a prospective client from initial contact to sales close.
- Provide client discovery and assessment support to the Sales team.
- Proactively drive Sales process and resource improvements and efficiencies, as required.
- Establish and maintain positive work relationships and works productively with support groups within the business, i.e., Marketing, Product Management, etc.
- Proposes and actively contributes to improvements and efficiencies in Sales processes and resources.
- Generates data reports for clients by gathering relevant data from various sources, analysing the data and making recommendations on your findings.
- Provide client discovery and assessment support to the Sales team.
- Proactively drive Sales process and resource improvements and efficiencies, as required.
- Consistently meets assigned deadlines to ensure client satisfaction.
- Other duties may be assigned.

SUPERVISORY RESPONSIBILITIES:
No direct supervisory responsibilities.

SKILLS/COMPETENCIES:
- Outlook – Believes in self, company and marketplace and is passionate about learning and growing. Takes responsibility for own success, doesn’t externalize, accepts challenges, Does not take “no” as failure, but as an opportunity to succeed.
• Sales Acumen - Doesn’t take things personally, knows what to say or do at the appropriate time; Is cool under pressure and is prepared for whatever the prospect or client does or says; Doesn’t strategize "on the fly", doesn't over analyze, and stays in the moment; Asks thoughtful questions, displays effective listening, demonstrates product value; Is tenacious, maintains continuous contact with prospects and clients to establish need(s); Demonstrates effectiveness in linking product features/benefits to client needs.

• Collaboration - Effectively builds and maintains partnerships with clients, prospects and people at all levels across the company. Contributes to team and company success. Maintains flexibility and reacts to change appropriately. Communicates and shares information with candor that builds trust and enhances relationships.

• Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

• Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyses information skilfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

• Communication - Creates and sustains ongoing forums that encourage two-way communication opportunities; Demonstrates and promotes positive prospect, client, and work relationships; Proactively addresses and manages conflict and disputes; works to achieve constructive resolution.
  - Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
  - Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

• Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

• Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

• Character - Demonstrates unquestionable integrity in every aspect of work and dealing with others; Consistently models desired behaviors and values established by the company; Respects diversity of perspective in discussions and demonstrates an inclusive style; Demonstrates concerns for job safety for self and others.
• Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

EDUCATION:
Bachelor’s Degree or equivalent combination of education and experience related to healthcare sales.

EXPERIENCE:

• Minimum of five years product sales experience with a minimum of three years in a healthcare environment
• Demonstrated ability to effectively present product features and benefits to promote new product sales to new and prospective clients
• Demonstrated understanding of Healthcare reimbursement models in order to support creation of ROI reports
• Ability to create pre-sale ROI analyses to include data gathering, data extraction QA, analyses and client-ready report preparation.
• Demonstrated ability to develop and sustain productive work relationships with support groups and clients
• Understanding of CRM, pipeline analyses and market research
• Proficiency with suite of Microsoft Office products including Microsoft Outlook.
• Flexibility and willingness to meet varied hours and some travel is essential to success in the role.