

## **Our Purpose & Who we are:**

At Sentec we aim to improve the lives of patients by advancing respiratory monitoring solutions to provide clinicians the continuous insight they need to guide care and – most importantly – improve patient outcomes.

## **Our Values:**

Patient Focused  
Collaborative  
Integrity  
Quality

## **Job Description:**

Responsible for total territory management of Sentec’s Transcutaneous PCO2 Monitoring in an assigned territory. This includes business planning, lead generation, pipeline management, close of all new business and maintenance of, and sales expansion within existing hospitals. Primary call points are neonatologists, nursing, respiratory therapists, intensivists and Anesthesia. Significant interactions with hospital supply chains, clinical technology committees and biomedes required. Representative will maximize sales based upon the company’s goals and objectives and achieve customer satisfaction and long-term account goals.

## **Essential Duties and Responsibilities:**

- Selling capital and disposable products tailored exclusively toward building market adoption of transcutaneous PCO2 Monitoring as the “standard of care”.
- Create and follow annual and quarterly business plans in conjunction with Sales Management, detailing activities to follow during the fiscal year, to meet or exceed Clinical Sales Representative Sales Quota.
- Build a pipeline based on qualified leads, referrals, telephone canvassing, face to face cold calling on hospitals, direct mail, email and networking.
- Identify, build and develop customer and KOL relationships and referrals
- Manage end-to-end sales process including the gathering of detailed information for the creation of sales proposals, RFP’s and Sales Presentations.
- Utilize SenTec’s established Sales Process, Sales Tools and Internal/External Resources. Execute impact activities and best practices with a high degree of confidence.
- Maximize sources of all new business: expansion of existing accounts, competitive conversions, new greenfield accounts and new markets

- Seek out and establish new business in multiple hospital departments to include Pediatrics (NICU), ICU, Sleep Lab and other departments such as pulmonology, anesthesia and ER as directed.
- Provide in-service education, training and technical support to customers
- Maintain and update pipeline and accurate records of all sales and prospecting activities using the Customer Relationship Management (CRM) System.
- Adhere to all company policies, procedures and business ethics codes
- Demonstrate ability to interact and cooperate with all company employees
- Educate, cultivate and grow the clinical need for SenTec products industry wide.
- Provide timely and thoughtful feedback through company reports on market conditions, issues and opportunities.
- Manage assigned demo and consumable inventory
- Conduct business within budget guidelines for expenses; submit expenses on a weekly basis.
- Maintain vendor qualifications and credentialing
- Support of industry trade shows
- Demonstrated sales success using “concept selling” process with potential for upward mobility.
- Prior experience with primary call points and supply chain management a plus
- A track record of sales success
- Strong leadership and motivation skills.
- Strong presentation, interpersonal communication, written and verbal skills.
- Ability to negotiate, implement and monitor contractual agreements.
- Ability to travel at least 30% annually and up to 50% depending on specific territory needs.

## **Qualifications/ Education:**

- Bachelor of Science Degree, Respiratory Therapy or Bachelor of Arts in Business, Management or Marketing or equivalent degree and/or experience.
- 7-10 years of capital/disposable medical device sales experience preferred.
- Demonstrated sales success using “concept selling” process with potential for upward mobility.
- Ability to work in a fast paced, high demand, entrepreneurial start-up environment
- Demonstrated ability to manage partnerships with distributors, 3<sup>rd</sup> Parties, OEM representatives and counterparts.
- Ability to develop accurate forecasts and execute tactical sales plans.

## **Preferred skills:**



- Demonstrated sales success using “concept selling” process with potential for upward mobility.
- Prior experience with primary call points and supply chain management a plus
- A track record of sales success
- Strong leadership and motivation skills.
- Strong presentation, interpersonal communication, written and verbal skills.
- Ability to negotiate, implement and monitor contractual agreements.
- Ability to travel at least 30% annually and up to 50% depending on specific territory needs.

### **Additional notes:**

### **Performance Measures:**

1. The ability to represent Sentec to customers in a professional and ethical manner
2. The ability to develop account goals and achieve account plan
3. The ability to meet or exceed assigned revenue target
4. The timely scheduling and meeting of all required sales calls

### **Competencies:**

Leadership, Management, Communication, Decision Making and Judgement

**Please submit application, cover letter and resume to  
[rachael.lewin@sentec.com](mailto:rachael.lewin@sentec.com)**

