



**Sentec** is a market leader of non-invasive respiratory monitoring solutions who develops, manufactures, and markets patient-centric, cost-effective technologies and products that provide clinicians with greater insight to quickly identify trends, rapidly and more accurately assess patient respiratory status, and make more well-informed, timely care decisions – decisions that can improve patient care.

[Watch the Sentec Company Video](#)

### **Job Description:**

Based in the Pittsburgh, PA or Detroit, MI area, the Territory Manager is responsible for total territory management of Sentec's Transcutaneous pCO<sub>2</sub> Monitoring. 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 biomedics 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 PCO<sub>2</sub> 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 NICU, PICU, 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.
- This is a remote position that requires the ability to travel on average 25% of the time with occasional overnights.

### **Qualifications/ Education:**

- Bachelor of Science Degree, Respiratory Therapy or Bachelor of Arts in Business, Management or Marketing or equivalent degree and/or experience.
- Medical device sales experience required.
- Direct hospital selling experience required
- Demonstrated sales success using “concept selling” process with potential for upward mobility.
- Prior experience with primary call points and supply chain management a plus
- Strong leadership and motivation skills.
- Strong presentation, interpersonal communication, written and verbal skills.
- Ability to negotiate, implement and monitor contractual agreements.
- 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.
- This is a remote position that requires the ability to travel on average 25% of the time with occasional overnights.

### **Life at Sentec**

Sentec employees have access to competitive benefits packages, paid parental leave, tuition reimbursement and more. Sentec offers a place to thrive and make an impact as a small company with huge potential and an expanding track-record of consistent growth. We know our decisions matter to the future of the company, our voices are heard by leadership and our hard work pays off. Sentec consists of an eclectic group of people dedicated to help deliver products to healthcare providers that make a difference and improve patient care. We love that we can log off each day knowing we’ve made a difference.

**To apply, send your resume and cover letter to [jobs.us@sentec.com](mailto:jobs.us@sentec.com)**

#### **Sentec**

40 Albion Road, Ste 100  
Lincoln, RI 02865  
877.425.8746  
[www.sentec.com](http://www.sentec.com)

