



2bPrecise Sales Leader
Genomics & Precision Medicine
(Healthcare IT and Informatics)

The purpose of this player/coach role is to accelerate growth of 2bPrecise while building and driving a competitive, net-new sales organization. A key goal is to help move the company toward the emerging precision medicine era of healthcare via creation of successful sales strategies and methodologies.

Accountabilities

Achievement of annual sales order intake quotas/targets

- Meets or exceeds the bookings target associated with the region or market segment
- Manages cost of sales vs. budget
- Appropriately manages overall bookings re: mix (HW/SW/SVE), timing and terms

Hire, develop and manage a strong sales and sales management team

- Ensures team is properly staffed to achieve sales target including management of attrition
- Ensures team adopts the company selling process and supporting tools
- Manages employee morale and expectations

Build and maintain relationships with management of existing/new accounts

- Expands 2bPrecise and Allscripts business through development of new accounts
- Cultivates relationships with management of new and prospective accounts building credibility and trust
- Channels customer feedback to broader organization

Provide timely and accurate forecasts for the region or market segment

- Accurately forecast sales prospects according to product, timescale, and value
- Communicates clearly and effectively with management regarding risk and upside

Growth of pipeline for the region or market segment

- Provide strong "Rolodex™" within the healthcare provider space and/or high-quality payer-health plan market
- Grows revenue within specific accounts, including knowledge and analysis of accounts business
- Identifies potential business opportunities
- Responsible for leading a sales region or market segment to achieve bookings and revenue targets

Oversees the sales cycle

- Engages executives and other key stakeholders to develop existing and new account opportunities
- Creates a business solution consisting of services and software that uniquely addresses the customer's needs. May include collaboration with cross functional teams

- Meets quarterly consistency targets for delivery of team/individual quota
- Engages across the business product lines to expand scope of solutions to client customer satisfaction
- Increases net promoters/customer reference ability
- Responsiveness to issues and management of escalations and critical deliverables
- Minimizes customer attrition through high quality customer support/relationships

Market awareness

- Provision of competitive, accurate and relevant market data
- Understands current overall trends in the appropriate business sector
- Understands customers' specific business goals, strategy, financials and challenges

People management accountabilities

- Identify and recruit internal/external talents to ensure effective mix of competencies
- Induct new team members to quickly maximize performance
- Set and communicate team/individual objectives and KPI to inspire individuals to achieve high performance
- Allocate workload to fully utilize every employee's talent
- Implement development plans and coach for individuals to reach their maximum talent
- Provide regular constructive feedback on performance/development and address poor/mediocre performance in a timely manner
- Recognize high performers to maintain motivation and retain key talent
- Regularly communicate on company news and team progress against business plan
- Create team spirit

Academic and Professional Qualifications:

Bachelor's degree in business, sales, marketing or equivalent in business or sales management

Experience

- Typically requires 12 or more years' experience in sales with at least 6 years in a sales leadership position
- Proven track record of success in net-new healthcare sales over a sustained period
- Experience in building sales teams, creation of sales plans and go-to-market strategies
- Sales experience into high-end health systems, IDNs and large academic health systems (400-3,000-bed organizations)
- Sales experience in emerging products within innovative areas of healthcare (vs. pure main market, mature and saturated areas)
- Experienced in driving large, complex deals from initial contact to deal close
- Understanding of healthcare or IT Industry
- Working at and interacting with the C level (CMO, CEO, CFO, CIO, CSO)

Travel Requirements

60% overnight, out-of-town travel required

Working Arrangements

Remote, home office – must live near major airport in the continental U.S. (Due to client locations, a California location is not preferred.)