

## **Director of Strategic Accounts, (GEG) Groups, Education, & Government / Field Sales**

Isolite Systems, a rapidly growing, privately held Goleta based medical technology company is looking for a Director of Strategic Accounts, (GEG) / Field Sales to join our Commercial Team. Specializing in dentistry, Isolite Systems is the pioneer of innovative solutions that make the dental experience easier, faster and safer for dental professionals and their patients.

As a Director of Strategic Accounts, (GEG) / Field Sales, you will work as a Player/ Coach and will be responsible for managing all sales and service within the Strategic Market (Government, Education and Group channels) and Field Sales Team within Isolite. The Director of Strategic Accounts (GEG)/ Field Sales position will also be responsible for managing several Key Accounts and growing the business in a geographical territory. This position requires extensive strategic understanding, management, communication and interactions internally within the company, at all levels of personnel while complying with the company's financial goals, quality system, rules and regulations.

Sales responsibilities include managing Strategic Account (GEG) & Field Sales teams to establish baseline performance and activity levels, as well as revenue and expense criteria. Performance of team will be measured on effectiveness in growing and maintaining revenue from new and existing accounts, and other criteria as established.

Management responsibilities include overseeing all aspects of day-to-day Strategic Account (GEG) and Field Sales Team support and operations with focus on enhancing and maintaining a collaborative, efficient and highly rated customer experience. Responsibilities include:

- Identify industry & market trends and account opportunities using industry network, event & association involvement, publications, and announcements; tracking individual businesses and their accomplishments.
- Develop an annual business plan for the Strategic Accounts (GEG) and Field Sales Team. Includes developing & managing forecasts/ targets; annual expense budget; prioritizing opportunities & action plans; analyzing variances/ results; initiating root cause and counter measures to ensure alignment with revenue and corporate expense goals.
- Review potential business opportunities by analyzing revenue impact, deal requirements, and financials.
- Create and build presentations to represent Isolite Systems to potential partners/ customers. Including working with Marketing to create customized programs & materials.

- Close new business deals by coordinating requirements; developing and negotiating agreements (as necessary). Understanding organizational priorities.
- Attain Strategic Account (GEG) & Field Sales revenue targets and profitability objectives. Includes working with Field Sales team to increase lead conversion, leverage events, new customer calls & success, improve educational & adoption rates.
- Develop, implement, monitor and report on Strategic Account (GEG) & Field Sales annual sales strategy and tactics monthly and quarterly.
- Coach members of the Strategic Account (GEG) & Field Sales team to improve their skills and success in managing their territories & accounts,
- Ensure authorization and processing of transactions (purchasing, warranty returns/exchanges) within established timelines and in compliance with the company's quality system, rules and regulations.
- Perform other functions to support company interests

Candidates must understand the nature of a fast growth small company environment. Demands may lie outside the above-mentioned Duties and Responsibilities, so flexibility is a must. The establishment of Isolite products in the market place will require long hours, persistence and creativity. A candidate must have experience in managing tasks with excellent skills in time management, reporting, expense control, servicing internal and external customers, and maintaining a focus on results and profitability.

**Preferred Traits and Abilities:**

- Experience in understanding industry and market opportunities to develop strong strategic business plans
- Understanding and knowledge of business financials, forecasting and expense management
- Intimate knowledge of sales processes, monitoring and reporting on activities and results
- Intimate understanding and knowledge of incentive plans
- High motivation and leadership qualities
- Ability to encourage, develop, and manage individual and teams to maximize their potential
- Ability to consistently achieve results to high personal and professional standards

- Ability to effectively present information and respond to questions from groups of top management, board of directors, clinical managers/ directors, controllers/ financial managers, associations, dental groups, customers and peers.
- Strong ability to ask questions & probe to determine the key opportunities/ needs and develop a program to address them
- Interprets and maintains company policy, guidelines and regulations pertinent to department
- Strong interpersonal skills, ability to develop relationships and communicate with all levels of employees and customers. Ability to work cross-functionally within an organization
- Strong time management and organizational skills
- Discipline to prioritize & manage workload/ schedule to maximize opportunities
- Interact with other departments in the organization to insure proper handling of customer requirements.
- Maintain open communication with Customer Service. Price quotes, mailers, and product evaluations will be performed using proper forms and processes.
- Ability to manage multiple projects and demands at a time

**Qualifications (Knowledge and Experience):**

- 7+ years of experience in developing and executing successful business development strategies required
- 5+ years of experience of successfully working with Strategic (GEG) Accounts
- 3+ years of experience developing & managing successful sales teams, preferably within the Strategic Markets area required
- Strong network & contacts within the Strategic Market area (Groups, Education, & Government)
- Proven success in achieving sales objectives and consistent history in establishing and maintaining excellent relationships. Teamwork with internal support personnel.
- Understands various sales strategies in order to capitalize on opportunities and competitive threats.

- Strong analytical capability to understand deal profitability and problem solving. Familiarity with business financials, business risk analysis and opportunity required
- Strong communication (oral & written) and confident presentation skills required.
- Experience selling with a value-added and solution-oriented focus required
- Experience developing and incorporating key messaging for customer-facing content required
- Competence and familiarity with MS Office Suite, including Outlook, Word, and Excel required
- Utilization and management of CRM and ERP systems required
- GSA contract & ECAT experience preferred
- Bachelor's degree (B.A. or B.S.) in business or related healthcare field required. Advanced degree desired.
- Knowledge of Dental and Medical Device sales and industry processes required

Isolite Systems designs innovative, ergonomically efficient products that help dental professionals work faster with less stress and fatigue. Our award-winning product has won numerous honors and the support of dentists nationwide. As we grow and expand our product offerings, we are seeking professional, enthusiastic, and self-motivated team players to be part of our dynamic team. We offer competitive salaries and benefits, and a great work environment.

Isolite Systems is an equal opportunity employer and considers qualified applicants for employment without regard to race, color, creed, religion, national origin, sex, sexual orientation, gender identity and expression, age, disability, or Vietnam era, or other eligible veteran status, or any other protected factor.

Isolite Systems is not accepting unsolicited assistance from search firms for this employment opportunity. Please, no phone calls or emails. All resumes submitted by search firms to any employee at Isolite Systems via-email, the Internet or in any form and/or method without a valid written search agreement in place for this position will be deemed the sole property of Isolite Systems. No fee will be paid in the event the candidate is hired by Isolite Systems as a result of the referral or through other means.