

POSITION: Field Sales Representative

RESPONSIBLE TO: Reports directly to the Chief Executive Officer

JOB SUMMARY: A person who drives company growth through field sales and peer-to-peer marketing. Skilled at analyzing market trends and customer needs to develop and grow physician referrals.

EDUCATIONAL REQUIREMENTS: Bachelor's degree in marketing, business, health care administration or related field preferred.

QUALIFICATIONS AND EXPERIENCE: Medical experience preferred, but not required. Must possess a proven ability to communicate with and persuade others in a positive manner. Clean driving record. Microsoft Office skills required.

RESPONSIBILITIES INCLUDE, BUT NOT LIMITED TO, THE FOLLOWING:

- Service existing accounts and establish new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors.
- Adjust content of sales presentations by studying the type of data trends.
- Focus sales efforts by studying existing and potential volume of physician referrals.
- Keep management informed by submitting activity and results reports, such as daily call reports weekly work plan, and monthly and annual territory analyses.
- Recommend changes in territories by evaluating results and competitive developments.
- Resolve customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.
- Maintain professional knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Maintain records of area and customer sales.
- Contribute to team effort by accomplishing related results as needed.

TYPICAL PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to sit, stand, walk, reach with hands and arms, stoop, and bend; and may require lifting of paper and marketing supplies weighing up to 20 pounds. The position requires manual dexterity to operate computer keyboard, calculator, telephone, and other office equipment as necessary. Position

requires frequent viewing and typing on computers and use of the telephone. Vision and hearing must be within normal range. Work also requires frequent driving to visit offices of other physicians and healthcare facilities.

MENTAL / EMOTIONAL DEMANDS:

Mental activities necessary for this position include concentration, organization, multi-tasking, problem solving, stress control, dependability, and both verbal and written communication skills. This position involves frequent contact with staff, patients, and other physician offices. Work may be stressful and busy at times. Contact may involve dealing with angry or upset people. Interaction with others is constant and may be interruptive. Position requires maintaining a high degree of confidentiality.

WORK ENVIRONMENT:

Work is intermittently performed in an office setting which is well-lighted and ventilated, with adequate space. Work also requires frequent driving and visiting offices of other physicians and healthcare facilities.

This description is intended to provide only basic guidelines for meeting job requirements. Responsibilities, knowledge, skills, abilities, and working conditions may change as needs evolve.