



**JOB TITLE:** Senior Sales Lead - West

**DEPT:** Sales Department

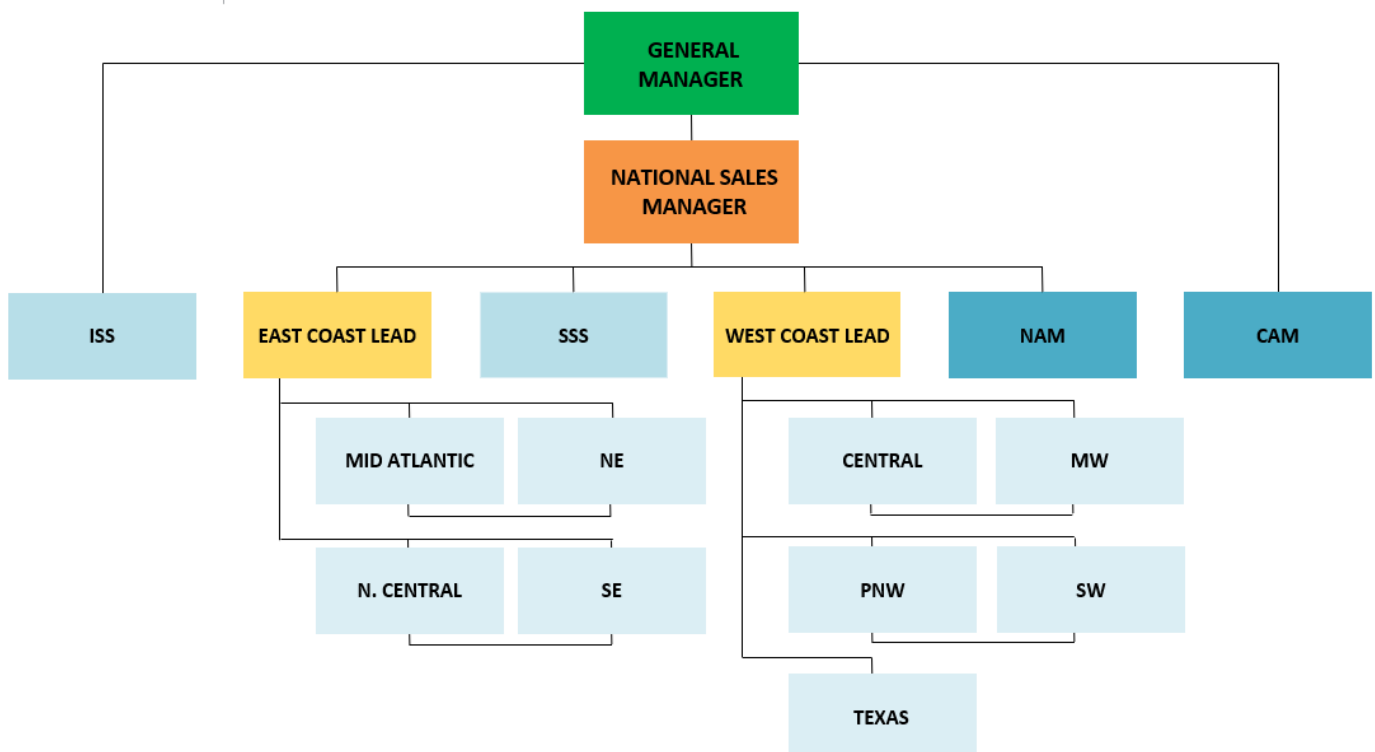
## WHO WE ARE

Limbs & Things Inc. is dedicated to improving patient outcomes through designing, manufacturing, and distributing a range of premium quality medical task trainers to healthcare professionals at every level of education and continued medical professional development. Our employees enjoy the opportunity to work in a collaborative small team atmosphere in a unique and fulfilling industry. In this role there are opportunities for development of skills, knowledge, and processes in both an office setting and to some extent in medicine due to our relationship with the healthcare industry.

## ORGANISATION CHART



SALES ORGANIZATIONAL CHART



## SENIOR SALES LEAD - WEST

This is a mid-level management position, reporting into the NSM. The Senior Sales Lead (SSL) is responsible for overseeing and directing a group of Regional Account Managers (RAMs) to meet and exceed budget target through assisting and implementing sales plans and training. SSL will be the lead within the western

division to influence marketing and drive expansion to exceed budgets and growth metrics. The SSL will continue to be responsible for sales and budgets within their home state and potential surrounding state(s) to continue to carry out all aspects of sales, pipeline management and growth within their territory.

## **SALES SKILLS:**

- Develop a sales pipeline and maintain accountability for RAMs goal achievements
- Collaborate with business leadership to implement marketing, regional and national show strategies.
- Maintain an awareness of market trends and competitor analysis to anticipate for changing needs and proactively exceed customer expectations.
- Create regional plans on quarterly basis that continues to contribute to the business plan of the US Market and growth plan.

## **PEOPLE SKILLS:**

- Through overseeing the Western RAMs, SSL will be vital to growth of sales, heatmapping and prospecting within these markets.
- Create, track, and offer appraisals on key metrics, development objectives and achievements.
- Participate in direct staff administration, including hiring, training, performance coaching and management.
- Plan monthly meetings in territory with RAMs to assess for instruction or development.
- Maintain in person meetings to review sales pipeline and forecast, sales performance and training needs.
- Plan consistent ride along schedule with RAMs that allow for evaluation and growth projections. Monthly and quarterly attendance of meetings required and should be in conjunction with exclusive deals and growth opportunities.

## **KNOWLEDGE, SKILLS & ABILITIES**

- Achievement of annual revenue sales targets through collaboration with NSM and other SSLs.
- Ability to influence Limbs & Things portfolio within existing & potential markets through individual and guidance of territory RAMs.
- Seeking a driven candidate with a drive to understand consultive take on sales within the medical simulation market
- Work closely with the Customers Service team to ensure customers receive the highest level of service possible
- SSL will be responsible for working as a reliable and motivated team member to maintain sales cycle, accurate records, and satisfied customers
- Comfortable calling on key accounts within the simulation market that will include but are not limited to; nursing schools, medical schools, hospital-based patient safety officers, clinical education, medical directors, etc. Ability to support RAMs on high-ranking prospects and higher sales opportunities.
- The position operates out of home office and requires travel to Western territory monthly
- Ensure RAMs are managing all customer inquiries; including prospecting, telephone, website, trade shows, quotes, etc. are handled within a timely manner.
- Plan and implement a 6-week travel plan utilizing heatmapping, campaigns and regional and national exhibits including travel with assigned Territory RAMs

- Formal sales experience and/or clinical background necessary
  - Ideal candidate will have an interest in the medical field and continuing education on the market and the growing industry
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## **TECHNICAL KNOWLEDGE, SKILLS & EXPERIENCE**

- General Office Skills
    - Excellent communication skills with high level of professionalism
    - Very strong quantitative and qualitative skills
    - Strong attention to detail and accuracy with data entry
    - Exceptional organizational skills, self-motivated and structured
    - Strong problem-solving skills and flexibility to learn and adapt to challenges
    - Hard-working and independent, self-starter with a drive for growing a territory.
  - Computer Skills
    - Proficiency in Microsoft Office Suite, particularly Outlook, Word, and Excel  
Ideal but not required, familiar with Salesforce or other CRM
  - Physical Requirements:
    - Able to safely lift and handle products up to 40 lb
    - Able to maintain demo stock and move products from locations
  - Educational/Experiential Requirements
    - Bachelor's Degree preferred or equivalent time spent in sale setting
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- Seeking a driven candidate with a consultive take on sales within the clinical education & medical simulation market
  - SSL will be responsible for working as a reliable and motivated team member to maintain sales cycle, accurate records, and conversion of sales
  - The position operates from home office and travel to customer appointments and RAM meetings are necessary.
  - Comfortable calling on accounts within the clinical education market (nursing & medical education)
  - Formal sales experience and/or clinical background preferred. Willing to train ideal candidate
  - Ideal candidate will have an interest in the medical field and will educate themselves on the market and growing industry.
  - Candidate requires a clean US driver's license
  - Reports to National Sales Manager
  - Candidate will reside in Western USA, within 45 miles from an international airport
    - Denver, CO
    - Las Vegas, NV
    - Oklahoma City, Oklahoma