

Territory Manager, Fluoptics - Los Angeles, CA

Location:

Sacramento, CA, US

At Getinge we have the passion to perform

Join our diverse teams of passionate people and a career that allows you to develop both personally and professionally. At Getinge, our passion is to secure that every person and community have access to the best possible care, offering hospitals and life science institutions products and solutions that aim to improve clinical results and optimize workflows. Every day we collaborate to make a true difference for our customers – and to save more lives.

Are you looking for an inspiring career? You just found it.

Job Overview

The Territory Manager, FLUOPTICS will be responsible for the sales and support of FLUOPTICS's products in thyroid and parathyroid as well as plastic/reconstructive surgery by fluorescence imaging, for both existing and potential customers in the assigned territory of Los Angeles, CA area. The position will be a commercial leader for the company and will focus on direct selling of company products, with an immediate emphasis on the company's core technology, FLUOBEAM®. The position requires a background in thyroid & parathyroid surgery and fluorescence imaging for surgery, and a history of strong performance in their region and prior roles. Additionally, the position must be able to plan, prioritize, monitor and track all sales cycle events; apply knowledge of the organization's services, products, and marketing techniques in pursuit of responsible profit margin and market share growth.

Job Responsibilities and Essential Duties

- Responsible for meeting or exceeding sales targets for thyroid and parathyroid surgery as well as for plastic/reconstructive and fluorescence imaging for surgery while maintaining expenses within assigned territory.
- Create strategic selling business plans for all customer opportunities.
- Develop and articulate a strong, working knowledge of FLUOPTICS products, with emphasis on product benefits and features, points of differentiation, competitive positioning. Develop and articulate an understanding of surgical procedures that are relevant to FLUOPTICS products.
- Create Return on Investment (ROI) and/or business case information, along with educational information, to increase customer knowledge and justify purchasing FLUOPTICS products.
- Complete all daily and ongoing administrative activities including business planning, expense planning and reporting, CRM management and customer record entry, and competitive intelligence.
- Track, report, and analyze sales opportunities on a routine basis.
- Cultivate relationships with new and targeted customers and support their conversion to our products.
- Lead the customer purchasing process, facilitate successful value analysis committee assessment, and support key stakeholders in adoption processes.
- Support customer lead generation activities, including cold calling, customer follow-up, and market research, in partnership with Inside Sales.

- Where possible, promote all Getinge and FLUOPTICS product offerings, including all equipment lines, training programs and service contracts.
- Promote, attend, and help execute training workshops and meetings for current and prospective customers.
- Support the management of clinician relationships within hospitals, ambulatory surgery centers.
- Organize and facilitate evaluations, working closely with hospital purchasing, budget committee members and value analysis committee members through the approval process.
- **Maintain consistent communication with Management and company leadership and provide marketing intelligence and customer insights as they become available.**
- Develop a personal leadership development plan with Manager.
- Enhance teamwork within the territory and maintain a collaborative relationship with all levels of the organization.
- Ensure compliance with all applicable quality and regulatory guidelines and maintain honesty, integrity, and excellent work ethics.

Minimum Requirements

- Bachelor's Degree (B.S., B.A.) or equivalent combination of education and work experience.
- Advanced degree preferred.
- Minimum 3 years' experience in medical device sales and/or 5 years of combined experience in a direct sales and/or leadership role within the medical device industry; preferably Thyroid Surgery or Fluorescence imaging for surgery.
- Prior experience selling in the surgical/OR environment and established relationships with surgeons who perform thyroid surgery preferred.
- Must have a valid driver's license.

Required Knowledge, Skills and Abilities

- Demonstrated record of success or achievement in sales positions.
- Ability to build and maintain relationships with key company stakeholders, including surgeons and other clinicians, hospital administrators.
- Ability to work independently and be accountable, individually and in a team setting.
- Knowledge of healthcare setting etiquette (operating room experience preferred).
- Experience educating or influencing targeted customers.
- Ability to influence middle management and external customers on technical as well as new business solutions.
- Strong communication skills, both written and verbal, conflict resolution and problem-solving skills.
- Strong negotiation and objection handling skills.
- Track record of introducing new products into hospitals (VAC committees, supply chain, administration)
- Intermediate skills in Microsoft Excel, Word, PowerPoint and Outlook and familiarity with Customer Management Tools (CRM).
- Must be able to lift up to 50+ lbs
- Travel will be required 50% or more.

About us

Getinge is on an exciting transformation journey constantly looking for new ways to innovate together with our customers to meet the healthcare challenges of the future. Our passionate people hold our brand promise 'Passion for Life' close to heart.

If you share our passion and believe that saving lives is the greatest job in the world, then we look forward to receiving your application and resume. We hope you will join us on our journey to become the world's most respected and trusted MedTec company.

Benefits at Getinge:

At Getinge, we offer a comprehensive benefits package, which includes:

- Health, Dental, and Vision insurance benefits
- 401k plan with company match
- Paid Time Off
- Wellness initiative & Health Assistance Resources
- Life Insurance
- Short and Long Term Disability Benefits
- Health and Dependent Care Flexible Spending Accounts
- Commuter Benefits
- Parental and Caregiver Leave
- Tuition Reimbursement

Getinge is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, pregnancy, genetic information, national origin, disability, protected veteran status or any other characteristic protected by law.

Apply now