

# Genesis Medical Imaging, Inc Job Description

**Job Title:** Regional Sales Manager (RSM)

**Department:** Sales

**Reports To:** VP of Sales

**FLSA Status:** Exempt

**Prepared Date:** June 2, 2010

## **GENESIS MEDICAL IMAGING, INC.:**

Genesis is a customer-driven services organization providing comprehensive CT and MRI support services to the evolving market of the medical-community with a focus on higher quality and better value. We are committed to assisting our customers achieve their goals by listening and understanding their unique needs and delivering tailored solutions that fit.

Genesis Medical Imaging, Inc. is the largest independent service organization that offers a total solution to your CT and MRI needs. Some of the services available to our customers include:

- Nationwide CT and MRI Service Agreements with Remote Service Capabilities and Magnet Monitoring
- CT Tubes and CT/MRI Parts with 24/7 Availability from Regional Stocking Depots
- Worldwide Cryorefrigeration and Magnet Service
- Refurbished CT and MRI Equipment Sales, Site Planning, Installation and Warranty
- Mobile Solutions, Rentals, Modularity and Mobile Storage

## **POSITION SUMMARY:**

The Regional Sales Manager will be responsible for generating sales of Genesis services and products in a defined geographic area. This position will be responsible for the preparation of a territory plan that includes sales forecasts, account profiles and sales reports. The Regional Sales Manager must meet quarterly and annual sales quotas and budgets within the territory. Provide assistance with marketing surveys and customer satisfaction surveys; work closely with service department to assure a high level of customer satisfaction. Provide assistance in the preparation and management of all trade shows, seminars or company sponsored customer related functions.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Specific responsibilities of the Regional Sales Manager will include, but not be limited to:

- Create new sales and maintain existing customers through offerings of service contracts, new and used parts, used equipment, interim mobile rentals and asset management agreements.
- Utilize the Genesis CRM system to actively track the CT & MR marketplace within the Region. On a daily workday basis use the CRM system to reflect up to date information as required for each customer, contact, opportunity or lead.
- Work closely with executive management to formalize sales strategies, designing plans and pricing for the development of sales quotes and contract proposals.
- Ensure sales efforts are coordinated and orchestrated with Service Management, National Accounts and Sales Specialists.
- Keep Sales management informed of all activities within the defined territory as they may affect the goals of the company.
- Develop and actively work a plan to penetrate the regional market, determine buying cycles and processes, and actively sell directly to end user customers.
- Follow up promptly on all leads.
- Monitor costs to minimize expense.
- Prepare or monitor all documents for the regional customers, i.e., follow-up letters, contracts, addendums, etc., to assure they meet the company requirements and previous communication.

**QUALIFICATIONS:**

- Bachelor's degree in business or engineering required.
- 4 or more years experience in medical sales, services sales, capital equipment, or radiology required.
- Experience within the diagnostic imaging industry or a field service organization preferred.
- Biomedical sales experience is a plus.
- Experience with Salesforce.com is a plus.
- Must be willing to travel at least 50% of the time via car and/or plane.
- Strong oral and written communication skills are required.
- Strong computer skills, including all MS Office products, are required.
- Must have a valid driver's license.
- Support of the needs, priorities, and goals of the company is required.

**KEY RELATIONSHIPS:****Internal:**

- VP of Sales
- National Accounts and Product Specialists
- Regional Service Managers
- Regional Sales Managers
- Service Support Team
- Logistics & Parts Team

**External:**

- Customers

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to stand, walk, and sit. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl. This position requires lifting and moving materials up to 40 lbs daily. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, and ability to adjust focus.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**LANGUAGE SKILLS:**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports and business correspondence in a clear and understandable format. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS:**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages.

**REASONING ABILITY:**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.