



JOB DESCRIPTION
- For Internal Use Only – HR & Hiring Manager -

JOB IDENTIFICATION

Business Title: Area Sales Director, West Region
Job Classification Title: Area Sales Director
Department: Sales
Location: Field (*West Region; based in either Los Angeles, San Francisco, Phoenix, or Denver*)
Date: 1/1/21

SUPERVISORY RELATIONSHIPS

Reports To: VP, US Sales

BASIC FUNCTION

To act as the primary sales contact between the company, the Direct Sales Representatives, our distributor partners, and end users for maintaining existing sales and generating additional sales of Quill®, SharpointPLUS®, Sharpoint®, Look® and other Surgical Specialties Corporation brands.

OVERALL RESPONSIBILITIES

1. Area Sales Director is responsible for managing and developing the Direct Sales Representatives within an assigned geography to achieve maximum sales of SSC products, while managing expenses within budgeted allowance
2. Establishes and maintains a professional relationship between the company, the direct sales representatives, our distributor partners, and end users
3. Develops strong rapport with distributor partners to assist them in the promotion and selling of Quill®, SharpointPLUS®, Sharpoint®, Look® products to achieve the maximum sales potential
4. Successful leadership, management and execution of: Region sales goals, market development goals, field team development and goals, SSC Corporate goals, and customer satisfaction goals
5. Creates and executes comprehensive strategies to exceed Regional sales objectives
6. Creates and executes effective strategies to develop and maintain a strong sales pipeline
7. Inspires team members to exceed expectations and objectives on a daily basis through own enthusiasm
8. Creates and implements succession plans for managing talent within and from outside the organization
9. Makes decisions that support their regional and overarching corporate strategy, while influencing others to support the decisions
10. Develops key relationships with external customers to exceed sales objectives and to identify emerging needs and business challenges
11. Has in-depth functional expertise and broad business knowledge, as well as deep territory/regional knowledge
12. Develops and maintains accurate records on distributors and key end users. Regularly submits changes and new information quarterly.
13. Provides timely reports on forecasts, sales funnels, sales activities and timely submittal of expense reports, travel itineraries and call reports.



- 14. Monitors competitive activity to insure that SSC is abreast of competitive and new developments in the marketplace, and remains in the forefront of the industry.
- 15. Provides a basis for development of new products and product improvements through field market research, monitoring and providing competitive intel, and supporting new products evaluations
- 16. Performs other related duties as assigned or required

JOB QUALIFICATIONS

Education: Bachelor’s degree required

Experience: Minimum five years sales management experience in disposable medical products required; recent experience selling to or managing a team calling on in ASC, Orthopedic, Plastic, Dermatology, Micro Surgery, Ophthalmic, and/or General Surgery is preferred.

Other Knowledge, Skills, Abilities or Certifications:

The requirements listed below are representative of the knowledge, skill, and/or ability required.

- 50 - 75% travel domestically within territory (depending on candidate’s location within region).
- Proficient with CRM platform (Salesforce.com)
- Highly organized and has very effective time management skills.
- Highly customer focused.
- Excellent selling and presentation skills.
- Proven track record of top sales performance, sales awards
- Strong negotiating skills and capacity.
- Must be able to analyze financial information
- Strong written and verbal communication skills including strong listening skills.
- Working knowledge of Windows, MS Office, PowerPoint as well as networks and internet applications.

SURGICAL SPECIALTIES CORPORATION SHARED VALUES

Quality	Meets customer requirements, reliable and accurate, effective analysis driven by strong data, timely and fact-based decisions – assesses business impact, pride in our product
Commitment to Success	Strong work ethic, responsive, stays focused, resilient, perseveres, accountable and takes ownership, constructively achieves goals
Ingenuity	Customer driven, growth focused, embraces speed, nimble, minimizes bureaucracy, innovative, adaptable, shows a bias for action, takes calculated risks
Teamwork	Collaborates, open minded, drives consensus, open to feedback, involves others, respectful and listens, knows own strengths and weaknesses
Leadership	Takes initiative, drives required change, effectively communicates, motivates, and develops and mentors others, builds trusting relationships, is ethical and honest

Manager Signature _____

Date _____

Employee Signature _____

Date _____

Employee Name (Printed) _____

Emp No. _____