



Inside Sales Representative MolecuLight Inc.

Location: Toronto, ON Canada
Job Type: Sales

MolecuLight Inc. is a Medical device company in Toronto, specializing in point-of-care diagnostic imaging, developing a handheld optical imaging platform. MolecuLight's first product is an imaging system with primary applications in bacterial imaging for wound care, cancer imaging and preclinical animal model analysis.

Job Description:

A. General Summary

The Inside Sales Representative role is a Toronto-based position that provides a direct linkage between Marketing and Sales in managing lead qualification and advancement, targeted marketing campaigns and administrative activities. This Inside Sales Representative shall assist the Vice President of Sales in the achievement of his/her sales targets by building the sales funnel and facilitating other aspects of the sales process as needed.

B. Key Accountabilities and Responsibilities

- > Become knowledgeable in MolecuLight products and applications.
- > Expand knowledge of new applications and markets as they develop.
- > Follow up on marketing and sales generated leads within a specified timeframe.
- > Advance sales opportunities to the point of hand off to the Regional Manager.
- > Follow up with customers at determined/appropriate times for discussion on literature received, new publications pertaining to their clinical area of focus, etc.
- > With input from the MolecuLight Marketing Department, execute targeted phone and email marketing campaigns to generate demand for MolecuLight products.
- > Utilize and maintain contact and opportunity information in the Salesforce database.
- > Develop new prospects.
- > Take initial calls to determine interest, etc., updating Salesforce as appropriate.
- > Engage MolecuLight Applications personnel to answer technical questions that arise from customer contact.
- > Set up customer appointments for Regional Managers.
- > Work effectively towards accomplishing specific quarterly objectives as defined in the Quarterly Compensation Plan.
- > Provide administrative support for presentations and demos.
- > Send follow up letters after demo/presentations soliciting feedback/next steps.
- > Attend field events as deemed necessary by the Vice President of Sales.
- > Become knowledgeable in sales qualification techniques and Strategic Selling.
- > Provide reporting and analysis of current opportunities being worked as required.
- > Provide consistent support for each sales territory supported.





C. Relationships

The position reports directly to the Vice President of Sales and has dotted line responsibility to Marketing for day-to-day management and support.

The Inside Sales Representative will take account related, tactical direction from the Vice President of Sales for the regions they support.

Internally, this position must work closely with Vice President of Sales, Regional Sales Managers, Marketing, Applications and Administration. Externally, this position must work closely with customers and outside groups as required.

D. Qualifications

Required:

- > High School Diploma
- > Post-secondary degree (Science or Healthcare preferred)
- > Computer skills (Word, Excel, PowerPoint)

Highly Beneficial:

- > Previous Inside Sales experience
- > CRM experience such as Salesforce

Beneficial:

- > Healthcare experience

Attributes:

- > Strong customer orientation
- > Highly results oriented
- > Ability to handle tasks concurrently rather than sequentially
- > Ability to work with multiple influencers
- > Ability to adapt to constantly changing environment
- > Ability to work under pressure
- > Excellent attention to detail
- > Ability to work independently as well as be a team player
- > Sense of urgency

E. Disclaimer

The above information on this job description has been designed to indicate the general nature and level of work performed by employees within this job. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

