



Job Description			
Fill in The Blanks Below			
Position Title:	Independent Sales Representative	FLSA Classification:	Independent Contractor
Reports To:	Senior VP, Sales	Band:	
Location:	Nationally	Last Reviewed:	11-2009

Position Summary (A broad statement that captures the essence and overall purpose, 2-4 sentences.)

Individual will be responsible for delivering sales results on a regional level for a new, innovative LifeSync monitoring system. Interface with a variety of stakeholders within the hospital environment is essential, including physicians, administrators, department heads, and nurse managers. Individual will utilize sales tools, technical expertise, relationship building skills, and financial analytical skills to develop product champions and build consensus for product adoption. Pre-sale in-service activities may also be required.

Essential Functions: (Core duties that are fundamental for the position to exist. Define purpose, function, result to each duty, frequency, and time spent in brief phrases, not sentences. List duties in order of descending importance. Each statement should include: begin with an action verb in the present tense, activity type/type of work, object reason, i.e. Determines account service problems/issues to minimize loss, or Analyzes project needs and updates weekly, or Maintain subsidiary automated documentation system bi-weekly. List most important functions first.

- Resource will be fully dedicated to the LifeSync business
- Achieve sales objectives including maintaining specified margin
- Develop business on a regional level leveraging strategic relationships with hospitals to expand adoption of LifeSync
- Facilitate sale of electronic hardware and ensure disposable revenue stream
- Build relationships with key decision makers in the hospital environment
- Perform financial analysis to illustrate cost savings to hospital and/or structure contractual arrangement for purchase of product
- Demonstrate technical proficiency with the product
- Conduct in-service activities as required
- Compile and report competitive information
- Submit a list of target accounts, prioritizing large and influential institutions primarily in Pittsburgh, Cleveland, Columbus and Buffalo, to Senior VP, Sales for review and confirmation of final target list
- Develop and implement a strategy for presenting, evaluating and closing LifeSync products in each target account

- Compensation:**
- No base salary
 - Commission on revenues from new sales – 9%
 - Bonus
 - Expense reimbursement

Interactions/Relationships: (Identify key relationships; position title, purpose and frequency of interactions i.e. Attorney, producing correspondence daily; or Project Manager, flowcharting action, weekly; may include external sources.)

Customers, Vendors, Prospects, Partners, Employees, Shareholders

Position Specifications: (Identify the minimum qualifications needed; education level or equivalent, minimum years of experience. Use required, essential, preferred or plus for each. Also identify KSAs: knowledge, skills, abilities and competencies, i.e. Knowledge of cost accounting inventory valuation methods required or skilled in using MS project and Visio preferred, analytical skills required.)

- Bachelors Degree required
- Minimum of 4 years experienced required in monitoring sales, hospital device sales or hospital pharma sales
- Must be results oriented, with a pattern of documented success achieving and exceeding objectives. Must be consistently in the top 10% of sales group
- Must demonstrate ability to build strong and lasting relationships
- Must have experience managing complex selling situations and building consensus among multiple decision makers
- Must have very strong communication, analytical and organizational skills
- Must be able to formulate and execute territory strategy and related tactics, as well as structure hospital contracts to maintain a specified margin on overall sales
- Must project confidence and possess strong business acumen

Physical/Mental Environment: The work environment characteristics and physical demands described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations will be made to enable people with disabilities to perform the essential functions. (Requirements of the position as it is typically performed. Consider senses and environment items, i.e. strength, vision, noise, movement, talk, hear, sit, use hands/fingers, reach, bend, equipment heights, odors, hazards, etc.)

Ability to travel domestically by car and air up to 30%.
Regularly required to drive; stand; walk; sit; use hands to handle objects and feel controls; reach; climb stairs; stoop; crouch; talk; listen; and vision capabilities that enable reading and viewing a computer screen. The employee may occasionally lift up to 20 lbs.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by employees in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and/or skills required of all personnel. The above duties are subject to change and shall not be construed as a promise or contract of employment or of any specific duties.

This is an accurate description of my position.

Employee:		Date:	02/12/07
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Approvals:

Direct Supervisor/Manager:		Date:	
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Senior Manager:		Date:	
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