

Clinical Research Dental Position Description

Territory Account Manager

Position Summary

The Territory Account Manager (TAM) is accountable for developing sales within their assigned Territory consistent with strategic and corporate goals and values. The role includes all facets of territory management. This would include developing strong relations with customers and opinion leaders in your Territory, developing and implementing a business plan for your Territory, working closely with other staff and ultimately growing your Territory consistent with agreed upon targets.

This position currently reports to the Director, Sales and Continuing Education.

Specific Accountabilities

1. **Sales Generation** - Plan, develop and execute strategies to increase sales and company market share by exploring methods to expand the customer base in your Territory, cultivate new sales and marketing opportunities and grow current and new customer sales bases.
 - 1.1. Manage Territory by developing strong relationships with customers. You will stratify your customer base into types of customers (MVP, A, B, C, D) and use our Goldmine system to assist in documenting discussions, scheduling office visits, and organizing your activities.
 - 1.2. Recommend, execute and monitor sales and strategies to increase market penetration.
 - 1.3. Coordinate implementation of business plan with Manager.
 - 1.4. Manage the attainment of sales objectives and goals within your Territory.
 - 1.5. Analyze and recommend sales promotion ideas, sampling requirements, promotion activities and other required tools and support needed (within reasonable budgets).
2. **Detailed activities** - Pro-actively participate in functions that are deemed important for you in developing your Territory including (but not limited to):
 - 2.1. Attend trade shows, lectures, seminars and hands-on courses both within your territory and outside as required by the Company.
 - 2.2. Make regular office visits to all customers (expectation is 10-12 per day depending upon type of call, geographic area being covered, purpose of visit, etc.)
 - 2.3. Provide detailed reports to Manager documenting daily activities.
 - 2.4. Assist in getting registrants for courses in your area and have direct input into the number, type and scope of courses offered.
 - 2.5. Conduct presentations, demonstrations, and Module (lunch and learn) sessions for offices and study groups as appropriate.

- 2.6. Technical troubleshooting and dealing with customer issues.
 - 2.7. Monitor sales returns to isolate problem areas with the goal to reduce returns and the related costs within your Territory.
 - 2.8. Provide exceptional customer service and work closely with an internal CSR who will team with you to assist in this regard.
3. **Training and Product Knowledge** – Ongoing training is critical to your success and as you will be remote, it is imperative you take personal responsibility for this including:
- 3.1. Active and ongoing participation in product, technique and sales training.
 - 3.2. Ongoing research of competitor products and the differences and critical selling features compared to our products.
 - 3.3. Continuous dental education training. We recommend you identify a few Doctors you can use as a resource in this regard in your local market.
4. **Corporate Issues** - Participate constructively as a member of the sales team fostering goal achievement, team building, communication and joint problem solving.
- 4.1. Regular communication with your Manager and other members of the sales team to ensure sharing of Best Practices.
 - 4.2. Continuously review Territory performance and make recommendations for improvement.
 - 4.3. Consistently follow and work within the guidelines of our Corporate Values.

Qualifications

- Post secondary education in business or equivalent experience combined with 5 years of proven sales success.
 - Able to self motivate and work effectively in an independent environment.
 - A record of innovation and a continuous/process improvement attitude.
 - Strong consensus building skills: Leads and supports change; takes appropriate chances.
 - Achieves business results, by taking action, achieving quality and focusing on the future.
-
- Demonstrates integrity and ethics; sets a personal example.
 - Services customers by meeting their needs and focusing on customer satisfaction.
 - Builds and develops partnerships through open lines of communication; values diversity.
 - Professional sales knowledge and experience.
 - The ability to work well and build co-operative relationships with people at all levels.
 - Strong computer skills and ability to use technology to Company advantage.
 - 2-3 years Dental Sales Experience