

SOPHRONA SOLUTIONS

Job Description: Ophthalmology Sales Specialist

Responsibilities:

The person in this role will be responsible for the following activities within an assigned market territory which may change over time.

Sales

- Sell new products and services to new clients.
- Define and execute an individual sales plan.
- Review and follow-up on external leads (referrals, website, strategic partners).
- Find, review, and qualify leads (e.g. technology foot print, size, type of practice, patient population, technology adoption profile) to identify prospects.
- Make introductory and follow-up calls to prospects.
- Prepare and deliver client presentations and demonstrations to prospective clients (office managers, administrators, and physicians).
- Prepare proposals with sales management.

Account Management

- Manage a set client account base with an emphasis on client retention.
- Sell additional products and services to existing clients.

Business Knowledge

- Develop and maintain a detailed understanding of client account business practices, issues, and goals.
- Develop expertise in office process flow and information technology efficiency enablers.
- Understand how patient portals fit within the overall practice technology environment.

Administrative

- All client communications and emails are acknowledged or answered by the end of the business day.
- Providing a weekly status report to Sophrona management.

Required Skills:

- Good communication skills & an honest team player.
- Competitive drive, perseverance, and willingness to pursue long term goals.
- Solid understanding of ophthalmology.
- Excellent verbal and written communication skills.
- Ability to develop personal relationships.
- Having a solid grasp of ecommerce, internet technologies, and healthcare practice management and electronic medical record systems.

Required:

- A four year college degree.
- Sales experience in ophthalmology or work experience working within an ophthalmic practice.

Organization:

- The person in this role will work full-time from a home office using their own phone, computer, etc.
- The person in this role will travel as needed (including overnight/airplane).