

Description	
Job Title	Northwest Regional Sales Executive – US
Reports to Title	VP US Sales
General Accountability	<p>Our mission is to Profoundly change the standard of care by creating a tomorrow where clinicians can confidently ablate tissue with precision; a tomorrow where patients have access to safe and effective treatment options, so they can quickly return to their daily lives. Changing the standard of care is part of our fabric. We are a group of energetic, problem-solvers focused on innovation, and looking to change the world. We are changing the paradigm for treating diseases such as prostate cancer by using real-time MR Imaging, thermal ultrasound and close-loop temperature feedback control, to gently ablate the diseased tissue with minimal side effects.</p> <p>If you share our values and want to work in a collaborative results focused culture and want to make a Profound impact in healthcare and your career, here is your chance.</p> <p>As the Northwest Regional Sales Executive US, you will serve as the point person for end to end commercialization, including sales, support and program management for all Profound Technologies.</p> <p>The Regional Sales Executive will be primarily responsible for developing and executing business plans for assigned territories, leading clinical and technical product discussions and demonstrations as part of the sales process, presenting customers with various capital equipment service, financing and sales options, managing any post-sales installation and will support after sales adoption and utilization of Profound products, including educating physicians and staff on the use of the products.</p>
Duties and Responsibilities	<ul style="list-style-type: none"> • Develop and execute quarterly business plans which achieve capital equipment and disposable sales revenue targets within the assigned geographical territory. • Maintain a detailed, frequently updated and strategic business plan for the territory. • Present realistic sales forecasts to sales management on a consistent basis. • Develop relationships with both clinical as well as economic champions at new and existing customers to best understand customer needs, buying cycle, funding options outside of the budget cycle and identifying new technology acquisition processes. • Lead product technical and clinical demonstrations to ensure eventual sales and adoption of Profound technologies. • Present and negotiate pricing and program performance terms with the customer in collaboration with the sale management team that achieve mutually desirable outcomes for all parties.

	<ul style="list-style-type: none"> • Implement post sales installation, implementation and adoption protocol in collaboration with the sales team and service team to achieve the desired business objective of the deal. • Support new customers in clinical adoption of Profound technologies. • Work with the customer to ensure customer can achieve their clinical and economic goals with the new technology and overall customer satisfaction driving higher customer utilization rates. • Must develop and maintain expert level knowledge of all Profound products and demonstrate a firm grasp of industry trends, understanding of market trends and develop strategies to stay ahead of the competition.
Competencies	
Education	A minimum of a Bachelor's Degree and 3 years of Capital Equipment or C-Suite medical device sales experience is required
Certifications	None
Key Attributes (experience, skills and technical knowledge)	<ul style="list-style-type: none"> • Demonstrated ability to learn and communicate technical product as well as clinical knowledge of disease states to physicians and economic buyers is a must. • The ability to travel extensively up to 75%, including overnight travel within the assigned territory is a must for the role. • Required to work in a hospital, ASC setting, attending live patient cases as when required as part of the job and wear necessary protective gear (i.e. masks, etc.). • Self-starter who performs well with autonomy and problem solver who can think critically in high pressure environments. • Works well with the team and frequently shares sales strategies key learning with sales management and with peers. • Receptive to constructive feedback and collaborates and works well within a team environment. • Proven ability to articulate customer needs and feedback to the entire organization as needed. • Must be highly organized with the ability to manage multiple projects/tasks simultaneously and effectively prioritize projects and tasks. • Ability to communicate at a high level and high frequency level on a daily basis with sales management and the broader organization.