



VP of Sales and Marketing

ReportingMD

JOB TITLE: VP of Sales and Marketing

FLSA STATUS: Exempt

GENERAL SUMMARY OF DUTIES: The VP of Sales and Marketing role will focus on selling ReportingMD's services and products to ambulatory care and hospital sales prospects. The ideal candidate should be detail-oriented, a self-starter and highly motivated. The marketing responsibilities include all aspects of marketing including planning, product, promotion, place, and price in directing and coordinating the marketing of the organization's products and or services

SUPERVISION RECEIVED: Reports directly to the President.

SUPERVISION EXERCISED: Yes

TYPICAL PHYSICAL DEMANDS: Requires prolonged sitting, some bending, stooping and stretching. Requires eye – hand coordination and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator and other office equipment. Requires normal range of hearing and eye sight to record, prepare and communicate appropriate reports. Lifting of equipment not to exceed 20 pounds.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

Note: This list may not include all the duties and responsibilities assigned

- Develop and manage the sales pipeline for ReportingMD.
- Effectively forecast and maintain pipeline with accuracy.
- Maintain and update CRM with Sales leads, opportunities, correspondence, projected deals, expected close dates and other sales data management.
- Pipeline reviews with management.
- Follow-up with opportunities and leads by calling, emailing, and social media.
- Drive new account sales with consultative selling.
- Build and cultivate new client relationships.
- Ability to effectively demo products and services to clients and prospective clients.
- Follow agreed sales process and methodology including use of sales aids, templates and other required documentation in support of sales process.
- Effectively coordinate all RFP requests with President and Executive Director of Business Development.
- Participate in marketing efforts, trade shows and conferences as directed by management.



- Price and present all fees for services and products in accordance with pricing structure in effect at time of quote.
- Seek approval for any discounts offered prior to presenting to the prospective client.
- Lead contract discussions and negotiations.
- Assist in closing partner deals with President and Executive Director of Business Development.
- Present yourself to all prospects and clients with high degree of integrity and professionalism.
- Establishing marketing goals to ensure share of market and profitability of products and services.
- Develop and execute marketing plans and programs, both short and long range to ensure the profit growth and expansion of products and services.
- Research, analyze and monitor client factors to capitalize on marketing opportunities.
- Research, analyze and monitor competitive and market factors to capitalize on marketing opportunities.
- Schedules and plans all conferences and trade shows.
- Plans and oversees the company's advertising/marketing activities including print, direct mail, and e-mail blasts.
- Maintains company website.
- Coordinates production of promotional materials.
- Evaluates market reactions to marketing programs to ensure adjustment of marketing strategy and plans to meet changing market and competition.
- When needed, work on sales leads and support large client sales and implementations.
- Maintains professional and technical knowledge by attending educational workshops, courses, conferences and reviewing professional publications.
- Perform other job duties as assigned.
- Maintain compliance with all company policies and procedures.

MINIMUM JOB REQUIREMENTS AND QUALIFICATIONS:

Master's degree from accredited college or university or its equivalent preferably with an emphasis in sales & marketing, strategic planning or business management. This position requires a minimum of five years healthcare technology sales with a minimal of 2 years marketing.

Individual must be extremely organized, have the ability to multitask and prioritize and communicate well within all levels of the organization. The candidate should have experience with C-level executives. The candidate must be highly professional and proficient in customer sales and support with an understanding of physician practice management systems and electronic medical record applications.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- Ability to travel as needed throughout the U.S.
- Strong relationship and interpersonal skills.



- Strong written and verbal communication skills.
- Strong experience in consultative selling and knowledge of sales process and use of sales tools.
- Ability to manage complex and consultative sales engagements.
- Proven sales record in prospecting and selling technologies in new markets
- Flexible, fast-paced, think-on-your feet mindset with a sharply focused analytical eye for detail, pragmatism and elegance.
- Knowledge of HIPPA requirements, including EDI, privacy and security regulations.
- Excellent verbal and written communication skills, including ability to effectively communicate with internal and external clients.
- Excellent computer proficiency (MS Office – Word, Excel and Outlook).
- Ability to be self-directed and take ownership of all responsibilities to completion.
- Strong presentation skills.
- Must be able to work under pressure and meet deadlines, while maintaining a positive attitude.
- Strong understanding of using sales force and configuring sales force.
- Outstanding interpersonal skills.
- Strong knowledge of Medical Information technology and healthcare industry.
- Ability to apply strong customer focus in support of healthcare applications.
- Ability to provide exceptional customer support in an efficient, scalable, and maintainable manner.
- Flexible, fast-paced, think-on-your feet mindset with a sharply focused analytical eye for detail, pragmatism and elegance.
- Knowledge of HIPPA requirements, including EDI, privacy and security regulations.

WORKING CONDITIONS AND PHYSICAL EFFORT:

- Will require working in office, home office and travel to prospective and current client's locations.
- Very limited physical effort required.