

Job Description

Job Title: Sales and Marketing Manager
Job Summary: Manage the company's Sales and Marketing programs and develop strategic sales and marketing objectives; establish sales territories and sales quotas, manage budgets and evaluate sales performances and ensure that sales goals are met and Marketing efforts are successful.
Wage Category: SMM I, II, III
Department: Sales and Marketing
Reporting to: President
FLSA Status: Exempt (Fair Labor Standards Act)

Responsibilities of essential functions include:

1. Develop, implement, and improve sales and marketing strategies and incentives aimed at various customer types such as end-users, domestic/international distributors, group purchasing organizations, etc.
2. Develop domestic and international sales channels in order to sell into dealer, special retail and government markets
3. Develop strategies and tactics to boost the company's reputation
4. Research and develop marketing opportunities and plans, understand consumer requirements, identify market trends, and suggest system improvements to achieve company goals
5. Evaluate the impact of marketing programs in achieving their stated objectives
6. Ensure sales representatives achieve sales quotas and sales support staff perform above expectations
7. Support and assist sales representatives in sales closings as needed
8. Provide support to ensure international sales growth
9. Continually improve the promoting of company products, increasing the company's branding efforts within the industry, and further improve the company image beyond those of competitors worldwide
10. Support Sales by giving presentations, following up on sales leads and creating special accounts
11. Ensure smooth operation of gSource.com and gStore and maximum search engine optimization
12. Identify customer needs, develop collaborations and determine product pricing and discount rates
13. Provide management and leadership expertise to coordinate sales efforts
14. Meet sales quotas/goals on a daily/weekly/monthly/yearly basis and monitor efforts of sales reps
15. Plan and execute monthly, quarterly or annual sales meetings
16. Represent company at medical device trade shows, associations and meetings to promote products, services and programs
17. Participate in customer meetings and conferences, prepare special quotes and respond to customer requests in order to improve sales
18. Develop professional close relations and maintain regular communications with inside/outside reps, customers and internal staff
19. Work with company executives and outside sales & marketing consultants to develop company and industry wide marketing strategies
20. Develop, monitor, and analyze sales & marketing budget, work with company executives to develop competitive incentives for sales teams
21. Supervise, train and manage the performance of sales & marketing team ensuring proper sales & marketing protocols are being followed
22. Set precedent for excellence through leading by example

