



## **Regional Sales Manager - West**

Reports to: Global Sales Manager

Designated Region: East

### **Essential Duties and Responsibilities:**

- Develops new distribution for iCRco products by establishing manufacturer/dealer relationships with companies throughout the designated Region.
- Responsible for the Region's forecasting and sales tracking.
- Sets the vision for the Region and develops and adheres to a business plan to attain this vision.
- Achieves the Region's revenue and profitability quotas for iCRco products as they are sold into all customer segments within Region.
- Establishes an environment and foundation for future sales growth.
- Sells and trains dealers to sell value and solutions to iCRco's customers.
- Directs the selling activities within the Region, inclusive of resource deployment and customer interactions. Prioritizes effectively and in accordance with corporate objectives.
- Provides direct assistance to new iCRco partners who actively promote and sell the iCRco brand to their customer base.
- Travels by car and airplane throughout the designated Region to both dealer offices and prospect/end-user sites. Travel will also include attending local, regional and state trade shows.
- Trains on software applications in order to support direct and dealer installations.
- Responsible for maintaining updated prospect/dealer communications in the company's sales database (CRM). Provides weekly reports on sales progress to iCRco management.

**Other essential duties may be assigned consistent with the general scope of the position.**

### **Desired Skills, Experience & Qualifications:**

- Health care sales experience is required in both clinic and hospital settings, including medical capital equipment sales.
- Strong closing skills. Prior attendance to formal sales training courses a plus.
- Proven oral, written, telephone and presentation skills.
- Strong interpersonal skills.
- Ability to learn and retain product specific information and utilize to position the features and benefits to customers.
- Bachelor's degree.
- Computer literate with knowledge of all Microsoft Office Applications especially Excel.
- Must be able to pass a background check.

In addition to a competitive base salary, iCRco offers a company-matched 401k, paid vacation and health benefits.

### **About the Company:**

iCRco is an independent leader in the design and manufacture of digital imaging hardware and software for over 25 years. Headquartered in Goleta, iCRco now serves in over 90 countries with steady growth in the U.S. market and strongholds in the Asian and Latin American market. iCRco is an ISO 13485 Certified Company with Medical CE, HIPAA and DICOM compliant products that are FDA approved.

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