
Job ID 02: Direct Sales Representative

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About the Position

Position Summary

At the very core, this position acts as a representative to educate, promote, sell, and support Surgilogix products to the appropriate medical practitioners and facilities. This means obtaining and expressing a thorough knowledge of Surgilogix products as well as the key differentiators from competitive products. This position must establish trusted relationships with those it humbly serves, creating a customer view that Surgilogix is an indispensable resource. It must faithfully represent the Surgilogix brand as it sets itself apart as brand of integrity, trustworthiness, and care, working in mutually beneficial relationships for the good of its customers as well as itself.

Position Purpose

To contribute to medical practice success and the quality of life of patients through high integrity, profitable direct sales of human allograft tissue.

Position Scope

Reporting to the direct sales leadership, this position interacts with and sells to physicians, physician groups, and appropriate medical facilities as agreed upon with direct sales leadership. Currently, the primary products sold by Surgilogix crosses virtually every discipline and field of medicine. Accordingly, assignment of geographic territories to coordinate different direct sales representatives will be done by physician or physician group.

Position Outcome

Becoming part of the Surgilogix team bears the high responsibility of upholding its core values of integrity, truth, and humble service as it effectively produces sales of Surgilogix products. To truly succeed at Surgilogix is to become part of a business family made-up of high character and capable people unified with a passion to be a part of something special together, and a commitment to enjoy the journey along the way. *Ultimately, those that this position serves should look upon you and Surgilogix as a trusted and respected resource that can be counted upon for timely, accurate, and knowledgeable sales, delivery and administration of Surgilogix Products.*

Roles & Responsibilities

Direct Sales – Generate profitable Surgilogix product sales by sustaining and growing business from existing customers as well as successfully managing new customer sales pipeline to grow sales, market share, and brand awareness. Responsibilities include:

- Developing and maintaining relationships with physicians, nurses, hospital personnel and medical teams (in accordance with Code of Conduct policies) identifying their needs, goals, and requirements related to patient care how Surgilogix products can help them to achieve their objectives
- Arranging appointments with doctors, hospitals, and medical teams (whether current or potential customers) to educate them on the merits and proper clinical usage of Surgilogix products/
- On-going communication and contact via Surgilogix marketing and sales channels, to keep current and potential customers abreast of the latest products, scientific research, developments, and items of interest in the industry.
- Responding to customer needs and reporting customer feedback regarding products and service by developing and/or working with other related personnel (e.g., sales, clinical research, marketing, technical support) to provide optimal solutions.
- Attending meetings, presentations, conferences, lunches and dinners that offers access to current or potential customers.
- Arranging for Surgilogix sales leadership to interface with current and potential customers.

Case Coverage – Assure timely and accurate product delivery for schedule cases as well as the proper use and application of Surgilogix products. Responsibilities include

- Complying with hospital and medical facilities policies and procedures in the course of performing direct sales and clinical case support responsibilities
- Present during medical or surgical procedure serving as primary resource for clinical support in the areas of procedural application, troubleshooting, and in-service education for Surgilogix products.
- Serves as effective Surgilogix representative to physicians and support staff regarding Surgilogix products, service, and support
- Completes necessary documentation to evidence use of product and generation of product purchase order for Surgilogix invoicing.
- As instructed, works as liaison to collect clinical data from medical practitioners with respect to the use of Surgilogix products.

Sales Administration – Reliability adhering to Surgilogix processes, policies and procedures, and acting as a strong team member in the support of other Surgilogix personnel.

- Oversee and assure accurate and timely product delivery for scheduled procedures along with appropriate communication and instruction to clinical case support personnel, if applicable.
- Timely submission of weekly and monthly direct sales and clinical support activities to sales leadership.
- Attendance and productive participation in scheduled sales meetings and training.
- Working with the Surgilogix leadership in establishing future sales targets, customer relationship management, and coordination and teamwork with other direct sales representatives.

Job ID 02: Direct Sales Representative
Basic Qualifications



Basic Qualifications

SurgiLogix seeks people of good character that have a passion for their work, and the knowledge and skill to achieve excellence in their roles and responsibilities. This position requires

- Good interpersonal and relationship skills with a humble demeanor that serves to help others achieve their goals.
- A positive attitude that can take-on hurdles and roadblocks by acknowledging the problem and offering and pursuing possible solutions.
- A minimum of 1-3 years of work related industry experience or equivalent education.
- Must be proficient in the use of technology (email, MS Office, mobile apps, etc.)
- Must have driver's license, vehicle, and a good driving record.
- Some out of town travel may be required.

Submit your resume on-line at www.surgilogix.com/about-surgilogix/career-opportunities/

About SurgiLogix

SurgiLogix is a leading provider of human tissue allografts that support surgeons and physicians in their efforts to improve the quality of life for their patients. Our amniotic tissue allografts are used to cover, protect and heal wounds and our allograft bone is used to fill bone voids and defects.