



Business Development Representative

Using your ability to identify and qualify leads from marketing campaigns, you will be expected to provide enthusiastic presentations and demonstrations on ImpediMed's solutions to prospective customers. You will thoroughly research these prospective opportunities and conduct outbound calls, provide CRM pipeline management, and secure appointments for ImpediMed's Account Management team.

In this results-driven role, you can also expect to:

- Develop targeted account lists, call strategies, and messaging to drive appointment setting for new base business
- Use a variety of prospecting tools to secure viable leads
- Track leads in CRM
- Achieve or exceed monthly sales appointment targets and converts

To be successful in this role, you must be:

- Comfortable cold calling potential customers and managing objections
- A self-starter with a proven track record of successful and credible base business lead prospecting
- Ability to communicate ImpediMed's value proposition to prospects
- Deep understanding of how social media plays in business and the ability to use those tools

At ImpediMed, we are building a world-class sales organization and you will be an early member of the team leading to the continued growth of our business. If you consider yourself to be a self-starter, clear communicator, have a history of exceeding expectations, are amazing at pitching sales to any audience, and are great at cultivating customer relationships, we want to hear from you!

You will be joining a collaborative, friendly, team-oriented Sales Organization, where best practices are freely shared, recognized and valued.

This position is a great opportunity to join an innovative, medical technology company that is changing the future of healthcare!

ImpediMed's Company Vision: ***Leave no patient untested who could benefit from our technology.***

As a cloud based, Med-Tech company, we primarily conduct business remotely, however as an essential healthcare business, this role may need to make onsite visits. The safety of ImpediMed employees and our customers is our top concern. Employees are required to follow the ImpediMed policies, those of our customers, local and state laws, taking precautions to be safe during the COVID-19 pandemic.

POSITION SUMMARY

The Business Development Representative is responsible for seeking new business opportunities in the market by contacting and developing relationships with potential customers. You will be responsible for initiating, driving, executing, and supporting all outbound lead generation campaigns and building sales opportunities for the ImpediMed Sales Account Managers. This position acts as a liaison between our Marketing and Sales team.



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PRIMARY DUTIES & RESPONSIBILITIES (Essential Functions of the Position) include but are not limited to the following. Other duties may be assigned.

- Drive sales through cold calls, emails, device demonstration, presentations and other sales selling techniques. Support Master Service Agreement (MSA) accounts.
- Present ImpediMed, the Lymphedema Prevention Program (LPP), and our solutions to potential customers using SOZO demonstrations and presentations.
- Identify and qualify leads from marketing and public relations campaigns as sales opportunities; prioritizing National Comprehensive Cancer Network (NCCN) and National Accreditation Program for Breast Centers (NAPBC) accredited centers.
- As a subject matter expert, maintain knowledge of ImpediMed products/services and new pricing/payment plans to sell customers the right solution.
- Effectively communicate SaaS product features and functionalities, verbally, in writing and through presentations/demonstrations to potential customers.
- Customize product solutions to increase customer satisfaction.
- Initiate upgraded license opportunities to base customers with SOZO demonstrations and presentations.
- Demonstrate CRM discipline in pipeline management, sales activity and forecast accuracy.
- Review and report on base business analytics for tracking progress.
- Be an active participant in assigned territory and collaborate with territory Strategic Account Manager to ensure maximum lead close rate and optimize the end user experience.
- Meet month, quarter, and annual assigned sales quotas for revenue growth and strategic objectives in assigned territory.
- Establish and build productive, long-term, trusting professional relationships with customers/prospects in assigned territory. Includes executive, administrative, and clinical relationships.
- Set up meetings or calls between prospective customers and Strategic Account Managers.
- Maintain demonstration room and coordinate demonstration calendar.
- Actively engage on Social Media platforms to support brand awareness.
- Partner with Customer Experience team during new software upgrades for base customers to ensure complete customer satisfaction.

ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achieves assigned sales quota.
- Meets and maintains company expectations for average sales pricing and profitability.
- Completes customer/prospect account plans that meet company standard.
- Maintains high customer satisfaction ratings that meet company standards.

SUPERVISORY RESPONSIBILITIES

- None



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QUALIFICATIONS / GUIDELINES

Typical Knowledge, Skills, & Abilities:

- Excellent verbal, written and interpersonal communication skills to cultivate strong relationships with customers, interact with Sales team members, Customer Experience team and others within the organization.
- Ability to work independently and as part of a team.
- Ability to project professionalism and credibility; build rapport quickly in a virtual environment.
- Proficient in virtual sales demonstrations/presentations with video camera turned on to build stronger customer relationships.
- Ability to use technology effectively. Can diagnose technical problems, while remaining professional. Instills calm and confidence so customer will stay engaged.
- Excellent time management skills.
- Demonstrated business development and solution selling skills (SaaS). Strong consultative, value-based selling principle skills.
- In-depth experience with Microsoft Office tools and CRM.
- Skilled in discovery, conducting presentations, online web demos, and capturing deal progress in CRM.
- Solid understanding of SaaS (software as a service): SaaS business modeling and revenue streams.
- Negotiation, contracting, and problem-solving skills.
- Self-motivated to succeed and understands that every “no” brings you closer to the “yes”.
- Strong organization and planning skills with an attention to detail and accuracy.
- Must understand, follow, and comply with regulatory requirements as applicable to various processes. An understanding of FDA Quality System Regulations and ISO Standards (ISO 13485) is required.
- Must possess a thorough understanding of work-related standards and regulations, including but not limited to Standard Operating Procedures (SOPs) and Quality System Regulations (QSRs), both US and international.

TYPICAL MINIMUM EDUCATION, EXPERIENCE or CERTIFICATIONS

- A Bachelor’s degree from an accredited institution (Marketing, Business Administration, or relevant field) required.
- Minimum of five (5) years of experience as a Business Development Representative, Sales Account Representative or Inside Sales.
- Minimum of three (3) years of experience in healthcare sales (medical device, connected device, bio-tech, digital health), technology solution-based selling (SaaS), Cloud applications preferred.
- Track record of developing leads from marketing campaigns and achieving sales quotas.
- Hands on experience with multiple sales techniques (including cold calls).
- Proven track record of success, demonstrating and presenting digital health applications.
- High proficiency with MS Office and CRM applications. Familiarity with MS Excel (creating, analyzing spreadsheets and charts a plus).
- Strong aptitude for scientific learning. Prefer candidates with extensive sales experience an industry background in oncology, cancer survivorship, health care or related industry.



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WORK ENVIRONMENT & PHYSICAL REQUIREMENTS

- Travel: This position may require domestic business travel up to 5%. Valid driver's license is required.
- Physical Demand: Moderate physical effort. For example, standing, bending, or stooping for extended periods, operating light office equipment, e.g., personal computer, copier etc. The employee must be able to occasionally lift and/or move up to 50 pounds of equipment.
- Mental Demand: Moderate to high degree of concentration due to volume, complexity, and/or "pressure" of work.

This position may require access to patient Protected Health Information (PHI) and may also involve access to electronic Protected Health Information (ePHI). Those in this position are required to comply with all final regulations including the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

BENEFITS

Life at ImpediMed

It is fast, it is fun, it is evolving, it is growing, and it is filled with smart, passionate, diverse, friendly people who want to make a difference in healthcare. We are 4 miles from the beach and are located within the Carlsbad Research Park with numerous paths and trails great for walking meetings or enjoying the outdoors during your workday by biking, running, or walking.

Total Rewards

At ImpediMed, we are strongly committed to our employees--their well-being, development, rewards, and recognition opportunities. One way we demonstrate this commitment is by offering a valuable, competitive package of compensation and individualized benefits programs aimed at the varying needs of our diverse and global teams. The sum of our programs is one of the many reasons people choose to work at ImpediMed. We regularly benchmark against other companies in our industry to ensure our Total Rewards package is competitive and of value.

We offer full healthcare benefits including: Medical PPO/HMO/HSA Plan Choices, Dental Plan, Vision Plan; 401(k) with employer match for full-time employees once vested in plan. Basic Life, AD&D, STD/LTD, Employee Assistance Program (EAP) and employee discount programs.

Diversity & Inclusion

It is our diverse teams who drive our innovation, creativity, and success. We value the unique backgrounds and experience of all our employees and share a set of core values of ethical behavior for conducting our business. - Integrity, Accountability, Collaboration, Respect, Quality, Compliance. We continuously strive to provide an environment where employees not only feel they can succeed, but also where they can thrive.

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ABOUT IMPEDIMED

Based in Brisbane, Australia with its principal office located in Carlsbad, CA, USA and a European office in Thessaloniki, Greece, ImpediMed is the world leader in the design and manufacture of medical devices employing bioimpedance spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of tissue composition and fluid status. ImpediMed Limited is a public company listed on the Australian Stock Exchange (ASX: IPD).

ImpediMed devices are currently used in both the clinical and research settings with future applications being developed for home use. ImpediMed has over 15 years of clinical experience supporting

healthcare professionals in the assessment of secondary unilateral lymphedema of the limbs. ImpediMed's devices are used in a variety of settings to aid surgeons, oncologists, therapists, and radiation oncologists. Our research devices are thought of as a gold standard measurement system for non-invasive fluid and body composition measurement, used in both animals and human research.

We were the first company to receive FDA clearance in the U.S. to aid healthcare professionals to clinically assess unilateral lymphoedema of the arm and leg in women and the leg in men, for our L-Dex® U400 device. ImpediMed's products are unique in the field of BIS which is the gold standard in bioimpedance. They scan the full frequency range from 3kHz to 1000kHz taking readings from 256 unique points. In BIS, ImpediMed has developed devices which are the most accurate and clinically useful in this field. ImpediMed is respected in the BIS field for the strong scientific foundation of its approach to BIS with over 400 peer-reviewed journal articles. ImpediMed's products are designed and manufactured to an ISO 13485 Medical Devices Quality System.

The company is advancing the state of the art in BIS technology with our new product platform called SOZO®. Only SOZO® by ImpediMed uses proprietary bioimpedance spectroscopy technology to gather and retain thousands of unique data points related to fluid status and tissue analysis, then applies indication-specific algorithms to produce accurate, detailed, and actionable results in only 20 seconds. SOZO® identifies opportunities for early interventions that may prevent certain conditions and slow or reverse the progression of others, resulting in better health and quality of life. A single, powerful SOZO® reading allows individualized, proactive care across multiple specialties for improved clinical and economic outcomes. SOZO® is the world's first interactive health monitor to use ImpediMed's patented bioimpedance spectroscopy (BIS) technology to monitor a person's fluid status and tissue analysis.

ImpediMed produces a family of FDA cleared and CE Marked medical devices, including SOZO®, sold in select markets globally. For more information, see our website at www.impedimed.com.

ImpediMed's management team includes executives who have international experience in successfully introducing innovative medical products to global markets. The organization is dynamic and professional and has been built from the ground up with a strong team of enthusiastic and dedicated senior



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managers, researchers, and employees. The company is on a dramatic growth path with the strong demand for its unique product offerings and offers exciting career opportunities.

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ImpediMed is an Equal Opportunity/Affirmative Action Employer

TO APPLY:

Please email your resume to employment@impedimed.com subject line reading: Business Development Representative