



## **Business Development Representative / Inside Sales (Based: Houston, TX Area)**

### **JOB OPENING**

This position is not a traditional inside sales role. In this role, you will not only be reaching out to existing customers and partnering with both ImpediMed's Sales Operations and Strategic Account Managers to gain direction on which accounts to target to be successful in your hunting, but you will also be providing in-house and remote SOZO® device demonstrations and trainings to internal and external customers.

This position is ideal if you're excited to both flex your technical knowledge and people skills. It requires fantastic active listening, presentation, and communication skills as you will be spending a great deal of time on the phone with customers and doing remote product demos.

The ideal candidate should possess a strong commercial orientation, experience selling services – ideally SaaS platforms and must possess a demonstrable track record and a desire to win. At ImpediMed, you will bring disruptive solutions to market, extend, and build strong relationships with clients and make and change the future of healthcare!

**ImpediMed's Core Values:** Integrity, Accountability, Collaboration, Respect, Quality, and Compliance.

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

### **ABOUT IMPEDIMED**

**ImpediMed** is a medical technology SaaS company that uses bioimpedance spectroscopy (BIS) technology to generate powerful data to maximize patient health.

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 20 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



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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](http://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 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.

### **POSITION SUMMARY**

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

### **PRIMARY DUTIES & RESPONSIBILITIES**

(Essential Functions of the Position) Include but are not limited to the following. Other duties may be assigned.

- Responsible for development of new business opportunities within assigned territory.
- Meet month, quarter, and annual assigned sales quotas for revenue growth and strategic objectives in assigned territory, with ultimate discretion as to how to achieve these goals.
- Establish and build productive, long-term, trusting professional relationships with customers/prospects in assigned territory. Includes executive, administrative, and clinical relationships.
- Be an active participant in overall sales results within assigned territory and collaborate with territory Strategic Account Manager to ensure maximum lead close rate and optimize the end user experience.
- 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.
- Drive sales through cold calls to physicians and hospitals, 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.
- 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.
- Partner with Customer Experience team during new software upgrades for base customers to ensure complete 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, analyze, and report on base business analytics for tracking progress.
- Actively engage on Social Media platforms to support brand awareness.



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- Facilitate in person and virtual meetings between prospective customers and Strategic Account Managers.

### **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.

### **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. Instils calm and confidence so customer will stay engaged.
- Excellent time management skills.
- Demonstrated business development and solution selling skills (SaaS). Strong consultative, value-based, and principles of successful selling 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.

### **MINIMUM EDUCATION and/or EXPERIENCE**

- 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 to physicians and hospitals).
- 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 and industry background in oncology, cancer survivorship, healthcare, or related industry.

### **WORK ENVIRONMENT & PHYSICAL REQUIREMENTS**



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- 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.

### **BENEFITS**

- Full healthcare benefits include: 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)

### **TO APPLY**

- Please email your resume to [employment@impedimed.com](mailto:employment@impedimed.com) subject line reading: Business Development Representative OR Direct online applications are also available on LinkedIn.

**ImpediMed is an Equal Opportunity/Affirmative Action Employer**