

JOB DESCRIPTION

Title:	Product Specialist
Department:	Sales
Reporting Relationship:	Regional Sales Manager
Scope of Supervision:	Not applicable
Other Key Relationships:	Marketing, Product Strategy, Regulatory Affairs, Reimbursement Operations, Payer Relations, Clinical Specialists, Patients, Physicians, Therapists

Description of Responsibilities

Position Summary

Responsible for educating therapists, physicians and patients on Flexitouch in an assigned territory. Responsible for establishing sales strategies to attain monthly, quarterly and annual sales goals. Responsible for penetrating underserved clinical markets. Assist in providing customer support with training, reimbursement, concerns or complaints. Must maintain compliance with all appropriate regulatory requirements, including HIPAA.

Minimum Qualifications

Education, Business Experience, and Physical Requirements

- Bachelor Degree preferred
- Home Medical Equipment/pharmaceutical sales experience desirable
- Demonstrated ability to launch new products desirable
- 3+ years successful direct field sales experience desirable
- Knowledgeable of third party payer policies
- Travel within territory as well outside territory for conferences and training

Required Competencies

Leadership

- Must be persuasive and credible with a wide variety of audiences
- Results driven and proactive

Communication

- Able to provide on-going communications to patients, therapists, physicians, and management
- Strong verbal and written communications skills

Coaching/Influencing

- Capable of aligning understanding of outside clients with Tactile Systems organizational goals and objectives
- Uses business concepts to communicate direction and broaden thinking of others

Responsibilities
Key Result Area

Educating therapists, patients, and physicians on the Flexitouch system and other products and services offered by Tactile Systems Technology

Value
40%

Description

Responsible for conducting professional in-services and demonstrations on the use of the product to the customer, therapists and doctors.

Measurement for Success

Success will be measured in meeting or exceeding the number of demonstrations suggested to meet *complete order* goals. Success will also be measured in the quality of presentation. Field Rep will be well prepared with marketing materials and knowledge of product, representing Tactile Systems Technology as a premier medical device provider.

Establish sales strategies to attain monthly, quarterly, and annual sales goals

40%

Responsible for creating and carrying out a strategic plan to accelerate growth. Track and provide analysis and evaluation of the effectiveness of sales methods, costs and results

Success will be measured on sales goals being met or exceeded on a quarterly basis while staying within budget.

Assist in providing customer support with training, reimbursement, concerns or complaints.

15%

Responsible for staying current on reimbursement processes and issues within territory to efficiently assist patient with reimbursement concerns. Responsible for assisting customer with training needs and resolving customer complaints.

Success will be measured by; responding to customer concerns within 8 business hours, escalating concern to the proper department when necessary, and reporting complaints and concerns to Regulatory Affairs & Quality departments when appropriate. Once an issue has been handed off, full ownership of customer concern remains with the field rep. Therefore, field rep must follow up with customer within 4 days to ensure all issues were resolved.

Other duties as assigned by manager

5%

Provide input in sales meetings, offer suggestions for continuous improvements and best practices. Follow all compliance and HIPAA requirements. Maintain ACT! Database and complete weekly sales reports. Attend sales meetings and conferences. Pursue continuing education programs appropriate to job responsibilities. Participate in Surveys conducted by authorized inspection agencies.

Success will be measured by all information requested by manager provided timely and in a logically organized manner. Employee will represent the company in a professional and courteous manner in all interactions with client/patients.