

**Censis Technologies, Inc.**  
830 Crescent Centre Drive  
Suite 610  
Franklin, TN 37067

615-468-8000  
888-877-3010 toll-free  
615-468-8003 fax  
www.censis.com

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### **Job Title**

Business Development Manager – Mid-Atlantic Region

### **Employment Status**

Exempt

### **Reports to**

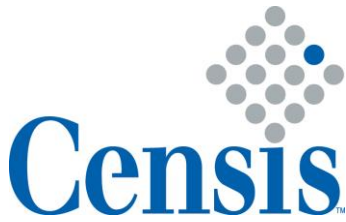
Vice President of Sales

### **Position Summary**

You will achieve or exceed sales quota by delivering market share growth as well as other key performance metrics in the assigned region (5 states: Virginia, West Virginia, Michigan, Ohio, Pennsylvania). You will execute the company's brand strategy and tactics within the assigned region and also work to accomplish call points at Hospitals, IDN systems, ASC's, and alternate healthcare facilities. You will influence clinical and non-clinical stakeholders to support the use of the company's annual subscription-based platform solutions to include CensiTrac, ScopeTrac, LoanerLink, Analytics, and any new commercially released products by applying effective selling skills, in-depth clinical and business expertise, CRM tool, and Assessment/ROI tools as needed. You will approach each customer from a total account management perspective by leveraging resources appropriately, collaborating with business partners and accurately articulating the value proposition for the customer, including stakeholders such as surgeons, clinical leaders, surgical business managers, central sterile managers and staff, IT management, Endoscopic managers, and supply chain. This role can be located remotely in any of the 5 states.

### **Specific Responsibilities**

- Drive specialty product sales into assigned region including new and existing customers
- Develop new opportunities through cold calling, marketing campaigns, ground swell activities, national account resources, and participation in regional/national shows
- Assist the national account, channel management, and client services teams in driving unit sales volume
- Develop and encourage strong customer relationships, build brand loyalty, and drive current customer expansion through new product sales
- Plan, prioritize, manage, and track all sales cycle events utilizing the Censis



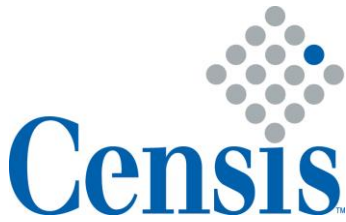
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- CRM database
  - Present and demo the patient safety and business benefits of the Censis solutions through individual and committee meeting channels
  - Forecast, monitor, and post sales activities within the assigned region and within the company's CRM database
  - Build and maintain a clinical and technical knowledge expertise with respect to the Censis solutions

### **Qualifications**

- Minimum Qualifications
  - BS/BA degree in Healthcare, Clinical Sciences, Marketing, Finance, or Management
  - 5+ years related sales experience selling healthcare technology applications and/or technical clinical solutions in a hospital environment
- Preferred Qualifications
  - MBA
  - Experience calling on multi-departmental hospital middle management executives at the account and IDN level
  - Experience using disciplined consultative sales process and previous experience with team selling
  - Call point experience with OR, Central Sterile, ENDO, and IT
  - Strong Team skills in both leading and contributing
  - Develop and drive a disciplined consultative sales process as an individual contributor and within a team selling environment
  - Call point expertise with OR, Central Sterile, ENDO, IT and Materials Management departments
  - Ability to develop multi-departmental hospital middle management executive champions at the account and IDN level
  - Strong business acumen and excellent negotiation, influencing, business planning, sales strategy, problem solving, decision making and time management skills



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- Must have an execution core mentality with the support of a self-motivated desire to embrace technical knowledge and create success pathways to overcome obstacles
  - Proficient with MS Office Suite, Salesforce.com CRM, WebEx, Microsoft Teams, OpenVoice, and Vendor Credentialing Services.

### **About Censis Technologies**

Censis Technologies based in Franklin, Tenn., is the industry leader in surgical instrument and asset management software. Censis offers multiple solutions, including CensiTrac, which is a highly advanced, web-based software system focused on maximizing OR throughput and regulatory compliance. Censis Technologies' software is deployed in hundreds of hospitals in the United States, Canada, and Australia. Censis Technologies is an operation company of Fortive.

Fortive is a global family of more than 20 industry-leading industrial growth and technology companies, united by a shared purpose: to make the world stronger, safer, and more effective by providing essential technology for the people who accelerate progress. Here, you get the excitement of a "startup" with the stability and predictability of an organization strongly grounded in its roots and with a proven track record of growth. There's no limit to what you can learn, or the impact you can make: for you, for us, for growth.

**To apply, please email [careers@censis.com](mailto:careers@censis.com), attaching your resume and placing the job title in the subject line.**