



**JOB TITLE:** VP of Sales – Senior Living

**SUMMARY:** The VP of Sales will lead our Senior Living industry and understand industry needs to grow our US based market. You will be responsible for initiating and closing new sales opportunities, which significantly accelerate growth and profitability and help fulfill the company’s vision to transform the Assisted Living experience. In this role, you will organize, plan, direct and coordinate all sales activities, define marketing activities, follow up on sales leads, conduct presentations and demos of solutions, generate proposals, and manage contracts through deal closing in a fast growing and demanding market.

This position is based in San Diego, California.

**DUTIES AND RESPONSIBILITIES:**

- Responsible and accountable for planning, obtaining, and managing new sales opportunities and meet and exceed revenue goals.
- Actively prospect and leverage potential business opportunities and follow-up with targets through multiple sales, communications, and marketing methods (e.g. cold calling, conference attendance, social media, public relations, drip campaigns, presentations, etc.)
- Initiate and develop relationships with key prospects to identify and meet prospects’ business needs.
- Oversee and implement full sales cycle, including market research, needs analysis, pitch, closing, renewal, and upsell.
- Maintain and provide timely and accurate pipeline tracking within Salesforce.
- Create and customize presentations and other sales materials.
- Locate RFPs, and work with Project Management team to write proposals and SOWs.
- Capture prospect and market needs and trends and consult with executive leadership and internal teams for solution development.
- Collaborate closely with Product Management and Customer Support teams.

**SUPERVISORY RESPONSIBILITIES:**

- Directly supervises employees within the sales and marketing department.

**QUALIFICATIONS:**

- Bachelor’s degree in business or related field. Master’s degree preferred.
- 8 years of experience selling technology solutions in Healthcare IT, Biotech, Medical Device, Hospital, Health System, or Assisted Living communities.
- Proven track record of closing deals and demonstrated record of meeting or exceeding sales goals.
- Superior knowledge of the full sales cycle (prospecting through closing and retention/upsell).

- Effectively and simultaneously manage multiple opportunities at various stages of the sales cycle.
- Experience with patient support programs is a plus.
- Knowledge of applicable regulations and standards affecting pharmaceutical and medical device products.
- Ability to present a professional image to management, staff, patients, clients, and other outside contacts.
- Exceptional internal and external customer service and interpersonal skills.
- Ability to work independently and collaboratively as a team member.
- Flexible in nature to accommodate new program growth and change.
- Fully competent in MS Word, Excel, PowerPoint, and CRM systems. Able to learn new technology systems quickly.

### **COMPETENCIES:**

- **Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- **Business Acumen** - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- **Change Management** - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.
- **Cost Consciousness** - Looks for cost savings opportunities, Conserves organizational resources.
- **Delegation** - Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Initiative** - Undertakes self-development activities; Seeks increased responsibilities; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Judgement** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- **Leadership** - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.

- **Managing People** - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services.; Continually works to improve supervisory skills.
- **Motivation** - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Project Management** - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Safety and Security** - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
- **Visionary Leadership** - Displays passion and optimism; Inspires respect and trust; Mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

## **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee must occasionally lift and/or move up to 25 pounds. The employee must occasionally crouch, stoop, or reach. Specific vision abilities required by this job include close vision, color vision, depth perception, and ability to adjust focus. The noise level in the work environment is usually moderate.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**ACKNOWLEDGEMENT**

I have read the foregoing job description and understand the responsibilities of the job. I agree that I am able to perform the essential duties of this position.

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Employee Name

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Manager Name

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Employee Signature

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Manager Signature

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Date Signed

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Date Signed