



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

**DEPARTMENT:** Sales

As our **VP of Sales**, you 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. 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 is an on-site position 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.

## **QUALIFICATIONS:**

- Bachelor's Degree or master's degree in business or related field preferred
- 5 to 8 years of experience selling technology solutions in Healthcare IT, Biotech, Medical Device, Hospital, Health System, or Senior Living.
- 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.