

## **Sales Manager JOB DESCRIPTION**

### **Position Title: Sales Manager**

The Network for Regional Healthcare Improvement (NRHI) is a national organization focused on promoting meaningful improvements in healthcare quality and cost containment. Over forty Regional Health Improvement Collaboratives (RHIC's) exist in the US, many of which form the core of NRHI's membership. The emphasis of RHIC's is on performance measurement, payment and delivery system reform, training and assistance in performance improvement, and patient education and engagement. NRHI provides the strategic structure that will allow for learning, sharing, and consensus building on the fundamental changes needed in healthcare payment systems.

This is a fulltime position working on the HealthDoers Network (HDN) project which is funded by the Robert Wood Johnson Foundation and led by NRHI. This individual will report to the Executive Director, HealthDoers Network and work closely with the CEO, NRHI member Regional Healthcare Improvement Collaboratives, Communications team and project partners. This individual will develop, refine, and implement sales strategy to achieve sales goals, project objectives and deliverables.

HealthDoers is a premier network for health and health care changemakers to come together to connect, collaborate and accelerate their work. At the heart of HealthDoers is an easy-to-use online platform that supports tailored collaboration and shared learning. Participants can engage in the HealthDoers Open Community or purchase Private Communities for project teams or organizational works. HDN Private Communities are specialized tools which enable a multi-stakeholder approach to improving healthcare in an invitation only environment.

HDN is also launching a new product line to Broker Consulting services between experts in health improvement and various customer segments including hospital systems, payers, educational institutions and employers.

### **Position Summary**

This individual will work closely with the NRHI team, HealthDoers Network team and internal and external communications team to implement the commercialization effort for the HealthDoers Network product suite. The Sales Manager will assist with generation of leads lists in a newly identified target market and will develop and execute a plan to penetrate the market to increase sales of HDN Private Communities and consulting services.

This individual will:

- Develop and implement sales strategy to achieve organizational sales goals and revenue targets
- Develop sales pitch and sales materials for HDN products
- Capture responses and reactions to pitches to refine approach and inform product development
- Provide coaching and support to NRHI member organizations with opportunities to sell private communities
- Follow up with current customers to understand challenges and benefits of the product
- Maintain sales reports to track progress to sales goals
- Attain quarterly sales goals and execute corrective measures if monthly performance deviates from plan
- Review and advise leadership to refine the commercialization strategy to offer products to national and regional customers
- Work with communications team and marketing consultants to develop and refine marketing collateral for existing and future products
- Engage partners and members throughout the entire sales process from lead generation to contracting
- Generate new, qualified leads and conduct needs assessment and scoping calls, virtually and in person

**Additional capabilities and skills include:**

**Communication Skills:** Exceptional and demonstrated ability to communicate effectively, both written and verbally with impeccable spelling, grammar, and consistent voice while keeping in mind the vision of the organization and projects.

**Sales Skills:** Proven sales leader with documented success selling complex products within a limited market.

**Organizational Skills:** Superior organizational and project management skills with ability maintain a database and flexibility to consistently meet shifting priorities and deadlines.

**Persuasive Skills:** Proven ability to showcase the value proposition of new to market products in order to secure sales.

In summary, the ideal candidate will be experienced in a wide range of sales and relationship management skills. This person must be confident, well organized, and comfortable working in a fast-paced environment with a high level of professionalism. Confidentiality is a fundamental expectation, as well as exceptional written and verbal communication skills, strong decision making ability and sharp attention to details. Demonstrated judgment and ability to effectively handle problems quickly and efficiently is also essential.

**Requirements:**

- Bachelors or master's degree from a recognized college or university with a major study in business or a healthcare related field
- Proven track record taking new products to market
- 7-10 years experience in product and service sales required
- Demonstrated success selling services and/or online tools
- Experience selling to hospital systems, insurance providers, and/or large employers strongly preferred
- Experience in the healthcare field with knowledge of healthcare improvement strongly preferred
- Experience in start-up environment required
- Experience selling new products and providing feedback to development team
- Knowledge of social networking platforms and social network theory
- Exceedingly strong sales, implementation, and relationship management skills
- Excellent interpersonal skills, with an open and collaborative work style and commitment to get the job done
- Excellent communication skills, both verbal and written
- Demonstrated commitment to high professional ethical standards
- Ability to look at situations from several points of view
- High comfort level working in ambiguity and a diverse, fast-paced environment
- Team player and ability to leverage and collaborate across various organizational projects

This position is contingent on grant funding. Local candidates preferred, remote opportunity considered. Up to 15% travel required.

**Qualified candidates please complete our application and submit your resume and cover letter and via the careers section of our website <http://www.nrhi.org/about-nrhi/careers/>.**

