



## Job Description

<b>Job Title:</b> Area Sales Manager	<b>Department:</b> Sales
<b>Reports To:</b> VP, Sales	<b>Date:</b> October 13, 2016
<b>Classification:</b> Exempt- Full Time	<b>Position Location:</b>

### Company Overview

Outset is a pioneering medical technology company that puts the patient before the machine. Our human-centered model is designed to dramatically improve not only the care experience – for patients, families, providers and physicians alike – but also cost-efficiency of dialysis delivery. We believe in introducing technology innovation in order to drive service model innovation. And in doing so, we intend to profoundly and permanently impact what, where and who can dialyze.

### Position Overview

An Area Sales Manager -is responsible for supporting the sale of the Tablo in new and existing locations This requires a number of capabilities including expert-level knowledge in the capital sales process, the ability to build a team of advocates within each facility, strong solution selling skills, and enough tenacity to insure sales objectives are met on a consistent basis. Area Sales Managers are expected to provide an extraordinary degree of information gathering and presenting to buying teams throughout the capital equipment purchasing process.

### Essential Job Functions

- Manage and support the complex sales process.
- Build clinical and administrative support through technical presentations, executive meetings, marketing events and Tablo demos.
- Build support from physicians, clinical staff and administration for Tablo
- Identify key institutions, generate market awareness, and drive sales of the Tablo within an assigned sales territory.
- Effectively manage transition of initial sale and installation driving procedural volume and growth.
- Achieve quarterly sales targets
- Build Tablo support teams in each Tablo location.
- Develop initial contact with CEO and senior leadership.
- Organize and manage the sales process.
- Develop expert level knowledge of Dialysis.
- Make economic case for Tablo purchase.
- Handle all communications and administrative follow-up.
- Ensure adherence to Company Quality policy.

### Requirements/Qualifications

- Bachelor's degree or equivalent experience required
- Minimum of 5 years sales experience preference for experience in healthcare or capital sales
- Excellent communication and interpersonal skills

- Proven successful track record in capital medical equipment sales
- Ability to travel up to 75%, dependent upon account distribution
- Sales management experience a plus
- Selling in disruptive environments and influencing behavior change
- Success in introducing new technologies to the market is a plus