

## Job Description

<b>Job Title:</b> Director, Business Development	<b>Date:</b> July 2023
<b>Reports to:</b> Vice President, Sales and Marketing	<b>Type of Position:</b> Full-time, Monday - Friday
<b>Location:</b> Remote, preferable CST	<b>Travel Required:</b> 30% – 40%

Panacea Healthcare Solutions is hiring! We are looking for a dynamic new Director of Business Development to join our driven sales team. This salesperson will be responsible for establishing, developing, and maintaining executive level relationships with acute care hospitals, health systems and physician practices to promote and sell Panacea’s Revenue Capture and Coding and Documentation Divisions clinical and financial consulting and technology services.

Are you a dynamic sales professional in the healthcare vertical? This could be YOUR opportunity to join our team!

In this role, you will divide your time among the major components of the sales cycle, including prospecting qualifying leads, developing and implementing account-level strategy, and cultivating client relationships with the intent of generating incremental sales. You will manage your own sales territory and cultivate new client relationships, following up on referrals and leads and closing sales based on goals and sales targets determined by Panacea at least annually. You will be compensated with a generous base and commission.

### What you will do in this role:

- Sell Panacea’s consulting services and software solutions
- Research and analyze sales options; identify decision makers to promote the sales process
- Establish contact, develop relationships and recommend appropriate solutions linking Panacea mission, vision and values, and current services initiatives
- Penetrate new business through in-person meetings and presentations with potential clients, senior level executives, and networking contacts to keep a consistent pipeline of prospective business
- Request and present proposals for services and subscriptions to prospective clients
- Prepare client communication based on an in-depth understanding of client needs, scope and pricing parameters in accordance with company fee schedules Attend finalist meetings, interviews and presentations
- Coordinate demonstrations of software solutions for prospective clients and support demonstration needs for other company sales/business development personnel as requested
- Negotiate and transition proposals to agreements
- Work with internal clinical, financial and information technology consultants to qualify, scope and close opportunities
- Work with internal project coordination, consulting and technology personnel for onboarding new (sold) clients
- Participate/Lead Internal & Client Kick Off Calls

- Maintain relationships with clients by providing support, information, and guidance;
- Build upon existing relationships to source new opportunities and expand services/solutions
- Actively seek internal/external referrals from satisfied customers
- Support other company sales personnel reference requests with “your” satisfied clients as needed
- Participate in industry trade shows, meetings and associations for branding and networking, including National and Regional NAHRI, HCCA, HFMA, RBMA, MGMA

**What your background will have:**

- 3 - 5+ years of progressive sales experience (preferably in a healthcare environment)
- Proven track record of success in achieving revenue quotas and sales targets
- Demonstrated sales to acute care providers (hospitals, health systems and physician practices)
- Proficient in consultative and co-development strategic selling capabilities
- Driven to initiate new relationships/business for company growth
- Strong account management skills;
- Ability to develop and maintain relationships with clients
- Highly skilled in listening to clients and assessing their needs; ability to use active listening to diagnose a problem and map a solution in the moment
- Strong instincts; knows when a face-to-face connection with client is important.
- Engaging and memorable presentation style; demonstrated ability to build rapport and credibility quickly with an executive-level audience
- High level of confidence, passion, integrity, interpersonal skills, and professional executive presence
- Demonstrated ability to be a self-starter, tenacious, a team player, organized, creative, and fast-moving without being reckless.
- Strong analytical, organizational and communication skills
- Advanced problem solving skills with the ability to use time efficiently
- Experience in communications and interactions with C-Suite level

**Qualifying questions:**

1. How many years of experience do you have in sales?
  - a. Must have a minimum of 3 years
2. Have you worked in healthcare?
  - a. Must answer yes
3. Are you able to travel at least 25%?
  - a. Must answer yes
4. Are you authorized to work for any employer in the United States without sponsorship?
  - a. Must answer yes