

Business Development Manager

Position: Business Development Manager (BDM)

Location: North Vancouver

Reports to: Director Business Development & Sales

Remuneration Guide: Base Salary + Commissions

Role Description: The primary focus of the BDM is to develop and foster new business opportunities in the Canadian health care markets. This includes prospecting for new clients in the appropriate market segments, cold calling, warm calling, relationship building with potentially new and existing customers, identifying opportunities, understanding where a potential customer is in their purchasing decisions, presenting solutions, demonstrating Intrahealth's products (in person and remotely), attending conferences, providing quotes and proposals, following up on sales leads, preparing licence agreements and maintaining an on-going relationship with the customer to facilitate customer satisfaction and new sales leads.

The role will also provide support enterprise relationship management activities and from time to time other market development functions.

For avoidance of doubt, the BDM role is tasked with end to end sales cycle, growing the revenues and customer base of Intrahealth and as such is a critical function for the growth and expansion of the organisation. The BDM role is well suited to an experienced, knowledgeable individual that obtains satisfaction from closing a deal.

Responsibilities:

Business Development:

The primary responsibility of the BDM is to secure new sales for Intrahealth Canada through a variety of business development activities. The role will identify, document and secure opportunities for new sales. This includes new opportunities in existing market segments and jurisdictions as well as new jurisdictions and/or new market segments. It is expected that the role will undertake cold calling, warm calling (leads from current customers) and networking. It will include activities to support identifying and analysing expansion opportunities outside of Canada in coordination with the General Manager, Chief Executive Officer and other Senior Executives.

The BDM will support or be asked to lead the writing and reviewing of responses to Expressions of Interest, Requests for Proposals, Requests for information etc. and work with the General Managers who will review and support (localisation, pricing, overall review and other support as required) the BDM is to ensure a complete and appropriate response.

The BDM will arrange, undertake and support demonstrations, and contract negotiations. Further, the BDM will undertake client communication, coordination (internal and external) demonstration and other activities to achieve the goal of securing the contract.

Sales Support:

The role may include supporting other Sales and Marketing activities under the direction of the General Manager and Director of Business Development.

Enterprise Relationship Management:

The BDM will be asked to support the management and relationship of certain Enterprise Client for Intrahealth Canada alongside the Canadian Enterprise Relationship Manager. This activity will be relevant to support business development activities through cultivating business relationships. To support this activity, you will be asked to work closely with the Enterprise Relationship Manager, Support and other internal Intrahealth departments as detailed below:

- Proactively build and manage relationships with key enterprise and corporate clients
- Lead or support inside sales activities to establish and expand the client base
- Work cross-functionally across multiple departments

Role Requirements:

- Bachelor Degree in Business, Education, Computer Science or Clinical Business related discipline
- Post Graduate Degree or Diploma in Business preferred
- Minimum of 3-5 years' experience in Sales and Marketing or Business Development role
- Minimum of 3 years of relevant industry experience
- Strong customer relations, time management, and organisational skills
- Strong written and verbal communication skills
- Strong computer and organizational skills
- Must have effective time management and prioritizing skills
- Able to work independently as well as in a team environment
- Ability and willingness to travel
- Ability to work under strict deadlines and extra hours if needed on assignments

Other Activities

- Maintain and update the CRM with opportunities and leads
- Regularly report on opportunities, leads, quotes and successes
- Provide input to marketing activities to support business development functions
- Attend conferences

Metrics

Business Development

- Number of new leads
- Number of new sales
- Up to date data and notes in the CRM

Sales

- Number of sales leads successfully transitioned to contract and customer
- Support of other sales and marketing activities (as measured by the GM & Director of Business Development)

Remuneration

- Base salary
- Mileage reimbursement
- Computer and phone in accordance with the Employee Handbook
- Commission Structure as outlined in Appendix A (Made available to candidates extended an offer)

To apply for this role, please submit your resume and cover letter through <http://intrahealth.ca/careers/>