

POSITION DESCRIPTION

Title

Business Development Manager – Information, Communications, Technology (ICT)

Responsible To

Managing Director

Reporting to This Position

n/a

Purpose of The Position:

The purpose of the BDM position is to work closely with the wider sales team and the IT Service Technicians within NSW/ACT to promote and sell HPA's ICT products to ensure the maximum volume and profit of sales on a continuing basis. You will also be working as part of the Sales Team in the development of new business opportunities nationally within this product portfolio(s). Duties will be primarily performed during normal business hours although ad-hoc after hours and weekend work may be required.

Key Responsibilities:

Key Responsibility Areas	Associated Tasks
Product Management	<ul style="list-style-type: none"> ▪ You will oversee the devices within this HPA product portfolio with particular emphasis on the HPA ICT product range within a designated territory within NSW ▪ Work closely with the HPA Sales Team to secure new business in the EMR/Healthcare Technology space along with fostering already built partnerships with clients with HPA's product range
Business Development	<ul style="list-style-type: none"> ▪ Strategically promote and sell HPA ICT products to meet our customers' needs. ▪ Conduct product evaluations in Operating Theatres and office settings, persuasively demonstrating the value of our products. ▪ Determine and agree a Business Sales Activity plan with the Managing Director ▪ Develop business plans which identify opportunities within current customer base and help formulate sales strategies in conjunction with all HPA Sales Reps ▪ Work closely with the National Sales Team along with Contractors/team members to secure new business in the market along with fostering already built partnerships with clients with HPA's product range. ▪ Perform demonstrations with HPA products ▪ Promote updates/upgrades and service contracts (in cooperation with sales and service teams) ▪ Systematically track your territories progress, and proactively communicate findings and analyses ▪ Develop and maintain accurate account records
Product Knowledge/education	<ul style="list-style-type: none"> ▪ You will manage the sale of ICT devices within the HPA portfolio with particular emphasis on the Wamee, DT Research, GCX, HumanScale and Zebra ranges in a designated territory within NSW/ACT

	<ul style="list-style-type: none"> ▪ Serve as product knowledge specialist for respective HPA's ICT Product range across major hospitals within a designated territory in NSW/ACT. ▪ Educate, train and provide onsite guidance and assistance to all relevant hospital personnel on the use of HPA's ICT product range, maximising product efficiency and usage ▪ Provide detailed assessment of customer's initial and ongoing training need and propose solutions to address the defined needs ▪ Organise, set up and attend exhibitions, meetings and study days on behalf of HPA ▪ Adequate and thorough follow up of customer complaints as needed
Logistics and Warehouse	<ul style="list-style-type: none"> ▪ Working with the Warehouse Manager, manage the arrangements of devices being freighted for this product portfolio
Admin	<ul style="list-style-type: none"> ▪ Complete all administrative tasks as required under HPA's QMS ▪ You will maintain cost-effective control over personal expenses and to report details of entertainment, travelling and other expenditure accurately and regularly as required by Management. ▪ Budget and control expenses and adhere to company policies and procedures
Marketing	<ul style="list-style-type: none"> ▪ Support the Marketing Manager with knowledge of products ▪ Assist the marketing manager with creating and maintaining training materials for our clients ▪ You will gather information about competitors' products and prices and report same to Marketing Department.
Governance	<ul style="list-style-type: none"> ▪ Ensure your compliance with the following certifications: ISO, TGA, ERAC/RCM as required
General	<ul style="list-style-type: none"> ▪ Coach, mentor, and guide wider sales team across Australia ▪ Ability to undertake the duties of the role in accordance with Hospital Products Australia's Values and Code of Conduct ▪ Comply with all company policies and procedures ▪ Comply with the Work Health & Safety Act 2011 and its applicable Codes of Practice and Australian standards ▪ Assist with ad hoc duties as required

Key Competencies:

- In-depth knowledge and hands-on experience of Healthcare facilities and workflows
- Previous successful experience in IT Devices and Healthcare is highly desirable
- You know how to win
- Outstanding relationship building and communication skills
- High levels of motivation, energy and a drive to achieve results
- Sales budget and forecasting experience
- In-depth knowledge and hands-on experience of ICT products within the healthcare industry
- Experience in educating and training
- Competitive and tenacious with strong work ethic.
- Outstanding relationship building and communication skills
- High levels of motivation, energy and a drive to achieve results
- Productive in self-directed environment
- Strong work ethic and willingness to travel
- Able to plan own workload effectively

- Analytical and proactive, succinct communication skills, factual, focused, and realistic.
- Impressive presentation with accomplished interpersonal skills at all levels of the social and professional strata.
- Sound negotiator with ability to exercise tact and diplomacy
- Sound IT skills, i.e. email, Excel, Word
- Driver's licence and willingness to travel
- Proven track record of success in modern field sales techniques

Additional Information and Requirements:

- This position is based primarily in Sydney, NSW. Travel may be required to various locations throughout Australia and designated territory.
- Any offer of employment will be subject to a satisfactory National Police Records Check and (if required) a Working with Children Check

Signed/Accepted: _____

Date: _____