

Position Specification

Healthcare Services Company Vice President of Sales

The Company

Our client is a privately held healthcare services company and a pioneer in the area of healthy aging and wellness for both men and women. They are an industry leader in the area of bioidentical hormone replacement pellet therapy and provide products and services to men and women experiencing hormonal imbalance.

The Company is committed to excellence in educating medical providers and patients about the multiple benefits of its products and services. These benefits include physical, mental and emotional benefits. They have a faculty and medical advisory board composed of medical experts. The Company provides its products and services through certified medical providers on a national basis.

Recently, they have hired a new Chief Executive Officer to help take the Company to the next level of success. As the Chief Executive Officer looks to build and develop a long-term and effective team, the need to hire a Vice President – Sales has been identified.

The Position

Location

Southwest United States

Reporting Relationships

The Vice President of Sales will report directly to the Chief Executive Officer. This individual will function as a key leader for the entire organization. Reporting directly to the Vice President of Sales will be a team of 10+ Area Managers with another roughly 60 sales professionals. The Vice President of Sales will represent the Company to clients including physician groups, healthcare systems and other medical professionals. Additionally, this individual will represent the Company to other outside parties (i.e. industry associations, etc.)

Overview

Serving as a business partner to the Chief Executive Officer and as a change agent, visionary and innovator for the sales organization, the Vice President of Sales will provide transformational, strategic leadership to the sales team members. The focus of the sales team is to ensure the Company remains the dominant industry leader, while continuing to grow market share. The Vice President of Sales will be responsible for driving sales of the Company's primary business, while listening to the Company's customer base to identify new opportunities to grow revenues. There is significant opportunity to grow the business in new geographical areas across the United States



and beyond. The Vice President of Sales will be the individual primarily accountable for the achievement of overall sales targets and ensuring the right sales team members are in place to best serve and grow the customer-base.

Responsibilities

Grow Sales Contribution

- Drive a sustained, long-term increase in share among the Company's prioritized segment of provider-owned clinics in key geographies.
- Maximize sales contribution across all segments and product lines by driving Revenue Growth, Gross Margin Optimization (practice management, procedures, nutraceuticals) and Sales Productivity.
- Partner with the CEO to practically implement the annual planning process for sales.
- Work with the other functional areas of the Company (i.e. Marketing, Talent, etc.) to achieve corporate goals and objectives.
- Monitor, augment and guide appropriate responses to key metrics that ultimately propel sales contribution and customer service.
- Team with the CEO to effectively forecast sales performance and adjust course as appropriate.
- Dynamically balance the natural tension among sales and service by managing the intersections of the matrixed organization among sales, customer service and the key support teams (customer service, operations and central services).
- Prepare concise, regular updates to the CEO and proactively seek guidance.
- Triage the current account base to stabilize revenue and retain key clinics.
- Manage the overall sales administrative budget, quota compliance, strategies, proposals, teaming decisions and contract closing.

Develop Sales Team

- Partner with the CEO to deploy the current team to their best roles and identify gaps that must be recruited from the outside.
- Attract, retain, develop and motivate high caliber talent.
- Lead and coach the performance management process and approve compensation changes for the sales team.
- Develop and manage sales initiatives consistent with Company imperatives and priorities.
- Serve as a leadership role model.
- Manage key decisions by getting buy-in and through appropriate levels of delegation.
- Lead sales team with a focus on driving efficiency, communication and continuous improvement.
- Use judgement to assist the team in resolving complex issues.
- Train and coach sales, sales leadership and sales management skills as appropriate.





Apply & Champion a Structured Approach to Sales

- Evolve a sustained shift from heroic and ad hoc relationship development to scalable team selling.
- Align the sales teams with the Company's overall design and strategy; optimize the Coverage Model in an initial restructuring and adjust it periodically.
- Deploy and adjust in a practical manner the Company sales model and channels in partnership with Marketing.
- Upgrade the sales funnel and CRM configuration.
- Execute disciplined sales management consistent with the Company approach leveraging the CRM, structural meetings and best practices across territories.
- Work with the CEO and support teams to develop and train Sales, Training, Practice Management and Practice Marketing Kits.
- Identify and provide executive sponsorship to key accounts partnering with the CEO and the Founder as appropriate.
- Monitor and drive regular improvement at a pace that challenges but does not overwhelm the sales team.
- Work closely with customer service, operations and central services with regards to pricing, pipeline management and meeting sales targets.

Manage Sales Day-to-Day

- Directly lead sales efforts on an overall basis.
- Carefully monitor satisfaction level in current clinics to drive retention and expansion (procedures, nutraceuticals).
- Aggressively manage the pipeline for new clinical clients.
- Establish collaborative relationships with the key leaders and influencers in customer service, operations and other support teams.
- Partner with the CEO to apply Company structures and procedures among the sales team including planning, prioritization, metrics, initiative management, etc. Seek to cultivate a single Company culture and integrated approach.
- Build trust over time with respect to tactical decision-making and provide increasing leverage and support to the CEO.

Travel

The Vice President of Sales must be willing to travel heavily to ensure achievement of both corporate and individual goals.

The Candidate

Education

A Bachelor's degree is required, ideally in marketing, business or a related field of study. A Master's degree is a plus, but not required.





Professional Qualifications

- 10+ years of increasing executive experience in sales and sales management coupled with experience managing managers.
- Significant experience with sales reps and regional sales professionals who sell to a geographically dispersed customer base.
- Background in selling to unsophisticated small to medium business targets and/or medical professional run clinics is preferred.
- Track record of sustained improvement in gross margin, sales contribution and other sales P&L components.
- Mid-market and small company experience coupled with large company experience would be optimal.
- Solid understanding of finance and contracts.
- Experience in at least one organization with relatively mature processes and systems and experience in a matrixed organization.
- Previous/current experience with medical/HIPAA is a plus but not in traditional healthcare which is slow moving and antiquated in their sales approach. Experience selling in the tech sector would also be interesting.
- Knowledgeable and skilled in partner-oriented and/or solutions selling; while the Company sells products, it partners with its clients and provides solutions in the aging well and wellness arena.
- Experience working with a high-growth and/or highly dynamic organization.

Knowledge & Skills

- Fundamentally an infrastructure and process builder; the sales manager, not necessarily the best individual seller promoted to leading the team.
- Well-developed leadership, communication, organization and analytical skills.
- Depth in sales model & sales compensation design, sales management, development of sales training and coaching sales teams to success.

Personal Skills and Attributes

- Aptitude for serving as the professional complement to a high-energy entrepreneurial style that focuses on scalability.
- Ability to build and maintain a diverse set of relationships with multiple types of people on the broader team—able to translate between operations and sales.
- Open, informal, self-aware, agile, fast-paced, skilled, genuine and versatile leader who can influence without often resorting to authority.
- Fit with the casual and fun culture—must have a sense of humor.
- Considered to be a thought leader/strategic thinker and possesses a high degree of intellect.
- Strong ability to listen coupled with a customer-service orientation.
- Views their business activities as not just a business but really a mission.
- Learner, interested in his / her own development.



- Demonstrated “business wisdom” the ability to frame hypotheses based on experience, then reframe based on new data (as opposed to repeating a rigid formula from the past).
- Courage and decisiveness balanced with humility—most be a role model with low ego.
- Someone who views challenges as opportunities to be embraced rather than problems to be avoided.
- A high degree of personal integrity, ethics, transparency and honesty.
- An enjoyment of challenge and a desire to build a business.
- Leadership skills to translate a vision into specific strategies and objectives.

To learn more about this opportunity or provide a confidential referral, please contact:

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