



## **Job Title: Business Development Manager (East Continental US)**

**Job Summary:** The Business Development Manager (BDM) is responsible for the direct sales of the Company's products. This position covers the Eastern US territory promoting and selling the Company's automated microplate analyzers including reagent test kits. Prospect for new accounts in territory as well as monitor and support existing accounts. Interact with sales and marketing team and report regularly to the Director of Sales and Marketing. Responsible for developing, selling, and protecting accounts within the territory.

The ideal candidate will be proactive and self-directed with the ability to tap into both their analytical and creative sides to close new customers. The key focus of this position is on direct capital instrument sales and recurring reagent sales. The ideal candidate must be able to target new opportunities, forecast new sales and close new customers with strategic focus. Experienced capital equipment sales professional with reagent experience needed to increase market share and profitability. The ideal candidate will interact directly with senior leadership and internal and external customers.

### **Essential Functions:**

- Finds and cultivates new customers.
- Effectively manages real time sales funnels using company CRM.
- Communicates information about the Company's products and services.
- The art of consultative selling with a good balance of strong listening and presentation skills to advance the commercial relationship.
- Services the customer including consulting on their problems, educating about new products, providing in-service support and piloting financing options where necessary (leasing, etc.)
- Product expert who can illustrate the key features & benefits of the products in context with identified customer needs.
- Carries out market research and intelligence work and reports pertinent information to Sales Manager in a timely manner.
- Manages all administrative duties in a timely and efficient manner to insure best business practices are followed.
- Works closely with other sales representatives and in-house sales, marketing and technical service departments. Autonomous contributor as well.
- Balanced attention to new business and maintenance of core base business. Proven planner who can manage a pipeline effectively.
- Other duties as assigned.

**Supervisory Responsibilities:** None.

**Success Factors:** Proactive and self-directed with the ability to tap into both their analytical and creative sides to close new customers. The key focus of this position is on direct capital instrument sales. Must be able to target new opportunities, forecast new sales and close new customers with strategic focus. Experienced capital equipment sales professional with the ability to increase market share and profitability. Needs to interact directly with senior leadership and internal and external customers. Must have analytical skills to monitor and assess current division opportunities.



**Minimum Qualifications/Education:**

- 7+ years of relevant Clinical Diagnostic or Life Sciences sales experience.
- Capital instrument sales experience.
- Reagent sales experience.
- Microplate ELISA or chemiluminescent reagent experience preferred.
- College degree preferred.

**Skills and Competencies:**

- Sales Experience--- preferable 7+ years in Clinical or Life Sciences Fields.
- Demonstrated success.
- Technical Skills in clinical diagnostics, life science or biology.
- Key understanding of ELISA technology and microplate methodology.
- Proficient in presenting and discussing the technical aspects of instrumentation.
- Understanding of the Clinical Laboratory organizational structure of Hospitals and Ref labs.
- Ability to handle complex and often competing priorities in environment of continuous change.
- Customer management skills.
- Conflict Resolution skills.
- Travel management across the Region.
- Ability to travel overnight - up to 75%+ on a routine basis.
- Ability to travel to company events and tradeshow that may include weekends.
- Analytical skills to monitor and assess current Division opportunities.

**Computer Skills:** Proficient in CRM-Salesforce.com, Word, Excel, Power Point and Outlook.

**Work Environment:** Field/main office/laboratory conditions. Considerable travel (75%+).

**Physical Requirements:** Must be able to meet National Institute for Occupational Safety & Health (NIOSH) Standards.

***DYNEX Technologies, Inc. is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, including sexual orientation and gender identity, national origin, disability, protected Veteran status, or any other characteristic protected by applicable federal, state, or local law. DYNEX Technologies provides medical, dental, life and disability insurance, Section 125, 401(k), flexible schedules, educational assistance and a great work environment!***

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If a disability prevents you from applying via the URL provided above, please email your resume and cover letter to [hr@dynex.com](mailto:hr@dynex.com).

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