

## POSITION DESCRIPTION

Position title: Manager, Client Relationships and Business Development  
Department: Client Relationships and Business Development  
Location: Sydney, Melbourne, Brisbane  
Reports to: Head of Client Relationships and Business Development

Type of Role:  Full Time

## SUMMARY/PURPOSE

Reporting to the Head of Client Relationships and Business Development, the role will be responsible for both the sales and ongoing growth of Beamtree products & services.

The role is responsible for driving the commercial success of the Beamtree Portfolio within the defined territory. This will be achieved by identifying, informing and building advocates within the healthcare community. The role requires the successful candidate to engage in peer-to-peer relationships with executives, healthcare professionals including state, national and international Key Opinion Leaders (KOLs) within the health service market.

## DUTIES & RESPONSIBILITIES

### Priorities

- Meet and exceed agreed sales targets
- Enhance the knowledge and benefits of Beamtree's portfolio with healthcare communities within your allocated territory
- Develop and execute a business plan to increase access, market understanding, client support via Executives and Health Care Professionals HCP's
- Develop and create/ manage key accounts aligned with Beamtree's Strategy
- Develop key opinion leaders driving state, national, international networks

## **Product Knowledge**

- Be seen by clients as a peer and expert in your field and as a valuable resource regarding health analysis and product knowledge
- Stays current with relevant health service community issues and has an understanding of global health service issues along with literature allowing the BDM to effectively communicate complex information
- With a command of product knowledge, facilitate highly engaging interactions, effortlessly recalling and appropriately discussing specific information about the relevant Beamtree portfolio or specific subject matter
- Leverages in depth knowledge of alternative solutions for applicable health services and demonstrates advanced knowledge of the various view-points that contributes to conversations with customers

## **Business Development**

- Identifies all key decision makers/influencers and has an intimate knowledge of the inner workings of the account
- Adapts goals, strategies, and tactics quickly and with urgency to capitalize on opportunities in response to changing territory and/or market conditions
- Develop and implement agreed Territory Business Plan in order to maximise existing and potential business
- Continually monitor and analyse opportunities for existing and potential business and recommend appropriate approaches to maximise sales
- Ensure all discretionary expenditure is directed toward the achievement of company commercial objectives whilst at the same time showing a positive return on investment
- Work in conjunction with territory partners, and other Beamtree internal stakeholders to ensure efforts are aligned to achieve company sales and marketing objectives
- Understand and optimise the complex relationships and protocols impacting the hospital environment

## Sales Activity

- Develop sustainable business relationships based on customer needs and preferences
- Comprehensively profiles the key stakeholders and understands each customer's engagement within the Beamtree portfolio
- Organises and present high level and impactful proposals to clients in responsive to their needs
- Effectively utilise all sales support materials, and other resources to maximise sales call quality and implement sales strategy
- Creates and liaises with Centre of Excellence's ensure appropriate product opportunity, resources and training is undertaken with key stakeholders responsible for delivering outcomes
- Identify and progress opportunities through the sales process
- Is able to succinctly translate information into compelling selling arguments
- Understands territory dynamics and office politics as they relate to customer access and leverage creative strategies to augment access
- Ensure effective management of territory by efficient time management, resource utilisation and call frequency rates to meet company requirements
- Demonstrate value to clients resulting in high renewal rate and the enablement of upsell and cross-sell opportunities
- Provide reports to showcase corresponding value back to the client

## Core Professional Requirements

- Regularly maintain all data in Salesforce accurately reflect client, pipeline and forecasting details
- Meet core professional standards as they relate to administration, reporting, company assets and dress code
- Maintain a current Drivers Licence
- Participate in and add value to discussions at team / Beamtree meetings
- Be aware of key competitor products and marketing strategies and ensure communication with

## Health, Safety and Environment

- Take reasonable care of the health and safety of yourself and others
- Cooperate with Beamtree management in the provision of a healthy and safe workplace.
- Identify and correct unsafe conditions or behaviours and immediately notify the Manager of any serious incidents; complete an Incident / Injury Report and forward to People & Culture within 48 hours where necessary

- Undertake duties in accordance with the current Beamtree Policies and Procedures
- Report non-conformance in accordance with the requirements of the Beamtree quality system

## EXPERIENCE & QUALIFICATIONS

- A tertiary qualification in healthcare, business or related fields
- 3+ years demonstrated experience developing business and selling to the healthcare industry
- Depth of experience in managing and partnering with KOLs to drive the implementation of projects
- Excellent customers relationship management skills
- Experience and working knowledge of the hospital environment
- Experience selling technical/software would be advantageous
- Experience in or knowledge of clinical coding would be highly regarded
- High level of commercial acumen
- Proficiency in the Microsoft Office
- Excellent Group Presentation skills
- Ability to manage local and interstate travel is required

### Essential Qualifications

- Tertiary qualifications in Pharmacy, Health Science, Coding, Nursing, Business, Marketing or Education. Alternatively, extensive healthcare sales experience.
- Full Drivers Licence.