

Job Title	CrossLink / Stryker Spine Sales Rep
Department	Spine Sales
Location	Wilmington, NC
Job Description	The Spine Sales Rep is responsible for achieving predetermined sales goals and quotas within his or her assigned territory. Spine Sales Rep must establish, build, and maintain customer relations through constant communications and in-person appointments. This position is specifically responsible for maintaining expert knowledge of Spine products.
Essential Duties & Responsibilities	<ul style="list-style-type: none"> ❖ Primarily responsible for meeting and exceeding sales objectives for the territory. Represent CrossLink/Stryker as a leader in our industry and the marketplace by working with a sophisticated audience comprised of surgeons and healthcare professionals. ❖ Increase territory results by building and maintaining strong business relationships, and by developing and implementing sales strategies. ❖ Communicate with current and new customer accounts regarding a variety of topics, including product updates, changes to product portfolio, and educational programs. ❖ Implement new sales plans and effective marketing strategies to position the organization competitively and to meet/exceed territory objectives. ❖ Identify the needs of new prospects and develop appropriate responses (written, telephone and face-to-face). ❖ Perform field calls for the account and assigned territory, including “on-call” and operating/emergency room consultation. ❖ Cross-sell additional products or manage new product introductions as they become available. ❖ Address any problems that arise on the account. ❖ Support compliance and the principles of responsibility (AdvaMed) by maintaining the privacy and confidentiality of information; protecting the assets of the organization; acting with ethics and integrity; reporting noncompliance; and adhering to applicable federal, state & local laws and regulations, accreditation & licenser requirements, and Company policies & procedures. ❖ Work with Sales Manager by receiving coaching, training or mentoring; transfer knowledge to peer Sales Representatives and to Sales Reps when needed. ❖ Maintain training in sales skills, product features/benefits, and other critical business applications ❖ Collect competitive data and remain current on industry, customer, and competitive trends. ❖ Participate in and attend sales meetings and professional association meetings outside of regular business hours, as required.
Qualifications/Work Experience Requirements	<ul style="list-style-type: none"> ❖ BS/BA in relevant field preferred or equivalent experience. ❖ Must be mobile and willing to travel. ❖ 2+ years demonstrated successful sales experience (in the medical device or industry preferred) ❖ Knowledge in the use of current office technologies (MS Office suite, databases, etc.) ❖ Excellent organizational skills ❖ Must be comfortable in emergency/operating room environments
Travel Requirement Percentage	10%

Note: The above information is not all inclusive and the position may have further requirements that will be explained in further detail at a later step in the hiring process.