



## **PACIFIC ASSOCIATE SALES REPRESENTATIVE (ASR)**

### **Company Overview:**

Prytime Medical Devices, Inc. (The REBOA Company™) is an innovative medical device company that designs, develops, and commercializes minimally invasive solutions for hemorrhage control. Our flagship product is the ER-REBOA™ Catheter. The recent commercialization of this device has created an overwhelming interest in the marketplace. As such, Prytime Medical is seeking an experienced medical device sales professional to assist in the expansion of this market.

### **Job Summary:**

The Pacific Associate Sales Representative (ASR) is to be based in the San Diego, Los Angeles, San Francisco, or Sacramento areas, and be responsible for providing field-based support to the ASM, while executing the company sales strategy and sales activities within a defined territory (including but not limited to CA, HI, AK) by supporting the appropriate sales activities and executing the strategic business plan that lead to the attainment of the territory and company objectives. The ASR is in the field, engaging customers to develop and foster long-term relationships that expand and secure the company customer base. The ASR is responsible for the growing our existing customer base, driving account independence and customer education. The ASR will also be responsible for the identification of new opportunities, attainment of sales objectives and operational activities on a daily basis to deliver and exceed results. The ASR will report to the Region Vice President – West Region, and will work closely with the regional ASM(s) on a daily basis.

### **Essential Job Requirements:**

- Assist in the development, implementation, and monitoring of strategic sales initiatives
- Direct tactical plans to achieve business objectives
- Drive sales planning and execution initiatives to include the following: accurate forecasting and quota achievement; identification of key opportunities, market trends, competitor activity, and key accounts for strategic initiatives
- Contribute to the performance of the company sales team and be accountable for goal attainment, time management, professional conduct, independent development, effective expense management and accurate reporting
- Develop professional and sales relationships by actively engaging with physicians, key customers and accounts
- Manage and optimize the proper utilization of company assets and business development programs
- Research, develop and maintain long and short-range sales and marketing plans
- Demonstrate leadership, accountability and influence that contributes to the mission and culture of the organization

### **Desired Skills and Experience:**

- Bachelor's degree required, no exceptions
- 2+ years of B2B sales experience
- Healthcare sales experience is preferred, but not required
- Excellent oral and written communication skills including formal presentation skills before both small and large groups
- Demonstrated ability to prioritize activities to accomplish stated sales objectives
- Experience managing large geographies and coordinating efforts towards maximum efficiencies
- Ability to travel extensively throughout the assigned territory