

# Job Description



**Job Title:** Sales Manager, MidWest/ Central Region  
**Reports To:** Director, Sales or Senior Director  
**Department:** Sales and Marketing  
**Work Location:** Remote  
**FLSA:** Exempt  
**Revision Date:** November 10, 2022

## **Job Summary:**

The Sales Manager is a high-performance individual who manages current business and identifies new opportunities within existing accounts, as well as discovers, pursues and closes new opportunities within his/her territory. This individual is responsible for direct sales of the Company's transfection technology products and/or services within their geographic territory of pharmaceutical, biotechnology, academic and government accounts. Generates quotations on MaxCyte technology. Works under general supervision.

## **Job Responsibilities:**

- Develops and maintains strategic account plans, reports on competitor activities, participates as part of global account team(s), and provides accurate forecasts of sales activity
- Develops and executes a business plan and sales strategy that ensures attainment goals in the specific territory. Develop and follow a territory management plan to maximize sales growth in the territory
- Meets or exceeds established sales targets for the territory
- Identifies prospective customers, lead generation, and conversion. Develop in-roads into new accounts. Follow up on all sales leads in a timely manner
- Effectively presents the capabilities and value of MaxCyte technology to potential customers
- Conducts appropriate account research to understand the primary lines of business and financial situation of every account and identifies key decision makers within each account
- Provides product information to customers with regard to functionality and application
- Maintains strong relationships with existing customers
- Conducts technical seminar presentations on all MaxCyte products
- Provides accurate sales forecasts on a weekly basis utilizing our CRM system and maintains accurate contact information and sales opportunity updates into CRM on a daily basis

- Organizes and oversees demonstrations of MaxCyte technology, working closely with the applications team to ensure the value of MaxCyte technology is clearly communicated to the customer
- Complies with all applicable policies regarding health, safety, and the environment

## Job Qualifications:

- BS in life sciences or related area and BS degree in life sciences and a minimum of 3- 5 years of direct sales experience in companies that develop, market, and sell life science tools to biotechnology, pharmaceutical and research markets
- Previous experience selling capital equipment (\$100K+) to pharmaceutical and biotech accounts in **the Midwest – to include IL, MN, WI, MO, UT, CO, TX, OK, AZ, NM, KS, IN, IA, AR, ND, SD, NE, MI, MT, WY**. Must have recent capital equipment sales experience
- Strong communication skills, both written and verbal, with the ability to earn the customers' trust
- Proven track record of success; ability to sell at any level in the customer organizations, from bench scientist to CEO
- Solid customer network especially in the areas of protein production, cell therapy, immunology, cell biology, and high throughput screening and high content screening
- Strong qualification skills and a thorough understanding of the sales process complemented with the ability to move opportunities through the sales process. Strong territory management skills
- Demonstrated technical knowledge in protein production, immunology, and cell-based assays
- Understanding of transfection techniques and technologies
- Proven track record of success in entrepreneurial organization; “roll up sleeves” with minimal supervision and in-house resources to deliver performance objectives
- Builds and maintains strong business relationships
- Possesses a contagious enthusiasm for the Company and, products, and services
- Ability to travel about 50% (domestic and international)