



Position Title: Sales and Business Development Leader

Position Summary:

IHA is a non-profit multi-stakeholder leadership group that promotes health care quality improvement, accountability and affordability for the benefit of all Californians. IHA members represent the most diverse and influential cross section of health care organizations across California. With trusted data and collaborative programs, we serve as a catalyst by forging common ground and initiating, coordinating, and managing projects that address delivery system challenges. ([see Our Work](#)). IHA was founded in 1994, has about 30 employees, and is located in downtown Oakland.

If you are looking to make a meaningful difference in the healthcare industry, we're looking for a Business Development Leader for the Symphony Provider Directory Utility business unit, to establish and lead all sales and business development processes. The ideal candidate is someone with a strong sales pedigree, strategic and a credible leader with great attention to details, and passionate about building and managing a high-performing sales team to maximize growth opportunities. This leader will also be responsible for building effective and strong business relationships in order to accelerate sales growth and increase brand awareness in the industry.

Core Job Duties and Responsibilities:

Strategic Sales Planning

- Devise go-to-market plans to targeted premium customers and sales strategy for each audience/segment
- Collaborate with Marketing Director to develop and organize marketing material and sales enablement tools
- Design key business development, sales and relationship-building initiatives.
- Define and establish an effective sales approach, methods, activities, benchmarks and expectations that will ensure building appropriate and accurate pipeline, close rate, and controlled sales cycle and basis for measuring performance of the sales organization.
- Conduct market and competition assessment by comparing the Symphony product to competitors' products

Sales Execution

- Cultivate, develop and keep client & partner relationships ensuring the highest level of satisfaction while providing consistent value throughout the sales process.
- Handle complete and complex sales-cycles often presenting to key decision-makers/ executives the value of the full platform features with a detailed consultative approach
- Develop and execute a sales program that will ensure achievement of plan and sales targets for each of the sales region/territory. Achieve and/or exceed annual revenue and profitability targets for Symphony
- Drive end-to-end sales processes – from product demonstration, through closing

- Be recognized as a product SME.
- Support technology and product team by appraising new product ideas and/or product enhancements
- Collaborate with Customer Success organization to ensure smooth customer hand-off and introductions to team
- Manage account and contact information through the entire sales lifecycle process using Salesforce CRM and ensure that the sales team maintains detailed account profiles and prepares sales and activity reports as required.
- Take ownership on the accuracy of information in the CRM.

Sales Performance

- Continually evaluate the effectiveness of the sales methods and program as whole and recalibrate sales strategies
- Monitor sales activities to ensure progress in sales close cycle and act promptly on areas that require attention and correction
- Implement robust performance measures and reviews using KPI's to drive strong sales execution
- Stay aware of the developments and changes in the industry, competition and clientele particularly those affecting opportunities and sales targets
- Attend trade shows, conferences and networking events with the goal of generating leads, highlight / demo products and services, understand competition's offerings and be visible in the industry
- Provide regular sales forecasts to sales leadership in an agreed format, providing detailed insight into the team performance using agreed tools such as SFDC

Leadership and Management

- Provide strong and credible leadership to the sales staff, setting a unified direction for the team and ensure priorities are always clear, to promote customer centricity culture
- Train, develop and motivate sales team in skills, sales methodologies and activities, product knowledge, teamwork, time and territory management, and competitive knowledge
- Travel and meet with customers / prospects with sales team

Job Knowledge, Skills and Work Experience:

- Highly strategic thinker, effective communicator and team collaborator
- Business savvy and understanding of product management cycles
- Deep knowledge of California Healthcare industry
- Proven ability to develop and nurture effective long term relationships with clients; trust builder
- Proven ability to recommend product pricing by utilizing market research data; reviewing technology and sales costs; and anticipating volume
- Impeccable internal and external customer service
- Ability to multi-task and adapt to changes quickly
- Service awareness of all organization's key IT services for which support is being provided
- Understanding of support tools, techniques, and how technology is used to provide IT services
- Self-motivated, positive, and energetic to work in a fast-moving environment

Bonus if you have:

- Professional IT Certifications, such as: Microsoft
- Experience with provider directory's or network management practices

Benefits:

- Competitive salary
- Great work environment in convenient location (City Center 12th St BART Station in Oakland)
- Free snacks, tea, coffee
- Subsidized gym membership
- 401K contribution
- 20 paid days off a year + 10 holidays
- Medical/dental/vision coverage
- Commuter benefits