

Job Description: Medical Device Sales - Lead Generation Specialist

ViTRAK Systems Inc. (ViTRAK) is a Canadian startup company located in Charlottetown PEI that has recently commercialized a sensor floor Gait Analysis System- Stepscan®. The product is a pressure sensitive floor tile system (up to 400 sq. feet) used by medical researchers and clinical rehabilitation specialist for the assessment of mobility. We are looking for a highly motivated business development professional with a desire to play a critical role in the growth and development of a new medical technology company.

Job Description:

The Lead Generation Specialist will be responsible for identifying and developing new business prospects from multiple sources including inbound marketing leads, prospects lists, as well as other sources of discovery or individual research.

Responsibilities:

- Develop new business via telephone and mass communication such as email and social media to introduce the Stepscan Solution and identify appropriate buyers within our target markets.
- Follow up on leads and conduct research to identify potential prospects.
- Conduct a needs analysis and determine prospects pain points to determine how the Stepscan Solution will speak to those needs.
- Identify key buying influencers within these prospects to determine budget and timeline.
- Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel.
- Work with the ViTRAK Sales Team to develop and grow the sales pipeline to consistently meet quarterly revenue goals.
- Manage data for new and prospective clients in Microsoft CRM, ensuring all communications are logged, information is accurate and documents are attached.
- Prepare and analyze sales pipeline reports and dashboards.
Provide support to sales team as needed.

Skills and Experience:

- Bachelor's Degree in Business, Communications or related field
- An understanding of science i.e. kinesiology or human biology would be an asset
- 1-3 years telemarketing and/or inside technology sales experience.
 - Proficiency with Microsoft Word, Excel, PowerPoint
 - Experience with Google Analytics, Content Management Programs and Email and Marketing Software (i.e. Constant Contact)
 - Experience with CRM Software
 - Team-oriented with positive attitude
 - Excellent presentation and communication skills
 - Proven job reliability, diligence, dedication and attention to detail
 - Strong inter-personal skills
 - Ability to work independently.

Benefits:

ViTRAK offers a competitive wage package (base plus commission) and opportunities for growth. We also have a full medical and dental plan.

Application details:

Interested candidates should e-mail their cover letters and curriculum vitae to: info@vitraksystems.com

We thank all applicants for their interest, however; only those candidates being considered for an interview will be contacted.