



## **Director of Sales**

SynergEyes provides a broad portfolio of technologically-advanced contact lens products across a continuum of disease states. The company manufactures and markets hybrid and scleral contact and prides itself on having one of the best specialty contact lens teams in the industry

### **Summary:**

The Director of Sales (DOS) is responsible for ensuring that the sales team meets or exceeds all sales targets and plans in alignment with the company's strategies and key business objectives. He/she will evaluate and define KBO's, sales strategies, sales methodologies and key sales programs for SynergEyes contact lens products and services. He/she is accountable for working with the Operating Committee and the leadership team.

A critical responsibility is working closely with all members of the sales team to provide direction, coaching, and development to ensure that each sales representative is fully equipped to develop and grow the business. The DOS provides leadership to his/her team through teaching, developing, coaching and directing a team of Regional Account Managers, Key Account Managers, and Inside Account Managers as well as managing and developing the Director of Inside Sales.

An important area of focus will be to define and develop key account, buying group and private equity group strategies and plans in a market that is changing rapidly as a result of acquisitions and buyouts. The DOS will also take a lead role in developing and guiding our distribution strategy. Equally important will be to develop and build a personal relationship with key customers and key opinion leaders.

### **Key Responsibilities:**

- Meet and exceed USA sales and margin quota on a monthly basis. Drive the overall improvement of the company's new fits and reorders in new and existing accounts.
- Develop strategies for sales growth including: new account acquisition, new account onboarding, call cycles, routing and go-to-market sales strategy.
- Recruit, hire, train, retain, develop and lead a high performing team of SynergEyes sales representatives on sales techniques, product knowledge, technical knowledge, and unique attribute contribution of our products; become adept at technology advantages of our portfolio.

- Conduct routine co-travel coaching visits with each SynergEyes representatives implementing the co-travel measurement criteria to improve skills through coaching and evaluation. Report all co-travel reports weekly to the direct supervisor.
- Establish annual performance goals and objectives for each SynergEyes representatives in line with the company's key business objectives
- Partner with the commercial team to define and develop the key monitoring and measuring tools improve the business tracing for the key leading and lagging business indicators.
- Identify and acknowledge the individual strengths and developmental needs of each team member in the region. Conduct performance and potential assessments. Implement key performance indicators as measurement tools of progress for each Account Manager.
- Develop, analyze and review annual territory quotas and monitor each territory's attainment to plan, evaluate key trends and provide suggested solutions to pending issues. Manage and analyze regional business and define special incentive and conversion proposals to move key customer and potential customer's business forward in support of achieving sales objectives.
- Define and develop key account, buying group and private equity group strategies and plans in a market that is changing rapidly as a result of acquisitions and buyouts.
- Provide input into the distribution strategy. Manage and develop relationships and action plans with key contact lens distributors.
- Develop and maintain a list of key opinion leaders and local experts in the region and develop relationship-building strategies for a targeted group of KOL's in alignment with professional services

**Education and Experience Requirements:**

- Bachelor of Arts or Bachelor of Science degree required.
- Minimum of 5 years of sales management experience in optical industry, medical devices or related medical/technical healthcare.
- Track record of delivering outstanding sales results.
- Experience successfully managing field sales teams and inside sales teams.
- Eye care industry experience preferred, but not required
- Ability to travel up to 50% is required