



Regional Account Manager – Dallas, TX

The Regional Account Manager (RAM) is responsible for attaining individual sales quota by driving adoption and usage of SynergEyes contact lenses among eye care professionals in assigned territory. Effectively positioning SynergEyes products by influencing decision makers to change fitting habits based on identifying key value drivers. Effectively manage time and company resources to achieve sales goals. Contact lens fitting experience is beneficial to supporting new customer transition to fitting specially contact lenses. In addition this position has sales management responsibility to provide leadership to selective RAM's through teaching, developing and coaching identified individuals. This position will coordinate with the sales management team to identify and deliver programs that will stimulate sales growth and motivate our sales team to drive peak performance. This position will operate as part of the Sale Management Team and will provides critical input to senior management for strategic business decisions for sales growth, product and promotional plans. In addition as critical business needs surface this position will be consulted in defining strategies and action plans. It will also be a primary responsibility to implement elements of the plan as directed by the SR VP Commercial Operations & Marketing.

Essential and Non-Essential Responsibilities:

1. Meet and exceed territory sales and margin quota on a monthly basis.
2. Must demonstrate effective territory management to maximize sales and make good use of time. Overnight travel by car and/or plane will be required.
3. Provide superior customer service and support to eye care professionals. Technical contact lens fitting skills will enhance our customer experience in meeting the challenge of fitting patients with Astigmatism, Presbyopia and Keratoconus.
4. Confidently execute company-driven selling strategies to advance business in target offices.
5. Complete administrative duties in a timely manner such as CRM entries, expense reports, and various other activities by their assigned due dates.
6. Competency will be critical in terms of SynergEyes product knowledge, contact lens

knowledge, market knowledge, and competitive products. Ongoing training will be provided, and an eagerness to learn will be expected. Beginner level NCLE certification is essential to interface professionally with the contact lens fitters in the optometry industry.

- Maintain and enhance technical skills on a regular basis
 - Maintain and enhance selling skills on a regular basis
7. Must have the aptitude to and ability to learn about new SynergEyes product offerings and demonstrate the ability to successfully and rapidly transition new products into sales growth and to maintain a balanced selling approach in alignment of SynergEyes business objectives.
 8. Must be analytical and be able to manipulate sales reports, create business plans and make strategic business decisions to grow business.
 9. Manage territory marketing funds effectively to maximize ROI.
 10. Identify top potential accounts, formulate account business strategies and plans for growth with each account and track their performance.
 11. Willingness to work in a team environment, and strategically collaborate with Sales Support Representative and Irregular Cornea Specialist to maximize sales potential.

Computer Skills:

- Microsoft Office Suite
- Microsoft Dynamics CRM System
- Internal SynergEyes Systems

Education and Experience Requirements:

- Bachelor's degree preferred
- 3+ years' experience in optical industry or related medical/technical healthcare
- NCLE certification preferred, but not required
- Contact lens experience preferred, but not require

To apply, please submit your resume to jobs@SynergEyes.com