

Job Posting

Technical Product Specialist Key Accounts

Summary:

The role of the Technical Product Specialist, Key Accounts (TPS), is to provide contact lens consultation, training services, and technical support for SynergEyes account doctors, fitters, and staff members in their designated region on a proactive basis. TPS will do so by contacting customers directly or responding to inquiries from accounts outside of the consultation phone call center. TPS leads by example to create an environment of integrity, character, accountability, and trust while integrating our core values across the SynergEyes team.

The TPS must be proficient in providing contact lens training, product education, and technical recommendations for initial lens selection or troubleshooting to improve lens success rates and increase product usage within a practice. Primary functions include, but are not limited to, education and support services to elicit full utilization of the broad spectrum of the SynergEyes product matrix. TPS will be equally accountable for increasing adoption, onboarding, maintaining, and growing new and existing offices to essential products as defined in the SynergEyes sales plan in coordination with the Key Account territories. To increase our customer base, the TPS will be accountable for growing SynergEyes product sales through education by influencing, selling, training, and offering consultation and optimization service that adds value for practices in a specified region. The TPS must provide continuous feedback and suggestions on the clinical and professional performance of SynergEyes products and be a team player.

The TPS will serve a primary contact capitalizing on Key Account leads generated by sales, clinical services, marketing, website, meetings, and self-generated for growth of new business opportunities and growth of existing accounts. The TPS will take the technical lead with Key Accounts, partnering with identified SynergEyes associates to win, develop, and grow the new business across the full SynergEyes product matrix. The key to this function is the ability to complete the necessary territory analysis to identify key prospects, initiate critical customer activity, and communicate a plan of action to adopt SynergEyes products successfully.

Proficiency

- Has the ability to identify and optimize customer prospects across all key products independently.
- With their Strategic Key Account sales partners, the TPS will work to increase sales and achieve sales plan goals within the Strategic Key Accounts
- Actively lead and increase customer base, grow sales, and increase new fits (targeted and measured).
- TPS has influence over the selling process and driving customer adoption across all product lines.
- The TPS must demonstrate proficiency in the technical training process for SynergEyes accounts and employees.

Essential and Non-Essential Responsibilities:

1. Independently, and as part of the Strategic Key Accounts, develop key prospects and drive customer adoption to a broader product matrix usage and increase customer base. Identify, educate, train, and maintain accounts fitting SynergEyes contact lenses for a specific region.
2. Equally responsible and accountable for increasing sales as defined in the annual sales plan in coordination with the Strategic Key Account members within the specific region.
3. Equally accountable and responsible for increasing the customer base, growing sales, and increasing new fits in alignment with the annual sales plan within the Strategic Key Accounts
4. Must demonstrate effective territory management and co-management to maximize sales and make good use of time.
5. Overnight travel by car or plane will be required, generally not to exceed 50%.
6. Follow-up and respond to leads generated from various internal and external sources.
7. Inbound communication, outreach, and collaboration with Strategic Key Account Managers to establish loyalty within the assigned Strategic Key Account territories
8. Respond directly to clinical and non-clinical consulting questions from patients, eye care practitioners, laboratories, and their related staff.
9. Maintain all appropriate documentation and records for consultation calls and responses or actions taken or any other notations, as required by management.
10. Contribute to the sales and marketing efforts to identify, qualify, educate, and certify practitioners and accounts in the proper positioning and usage of SynergEyes products and services.
11. Provide training services for accounts within assigned Strategic Key Account territories.
12. Identify, generate, and assist in developing new prospective leads and convert qualified leads into new SynergEyes accounts through office visits, virtual fitting, and phone communication.
13. Provide training, consulting, and optimization services to new and existing accounts.
14. Maintain and grow existing accounts by identifying issues and opportunities.
15. If appropriately licensed and certified (if required), fit patients in SynergEyes contact lenses, and provide follow-up care as needed.
16. Provide support and direction to Strategic Key Accounts in the SynergEyes business.
17. Provide ongoing feedback and suggestions on the clinical and professional issues associated with SynergEyes lenses.
18. Attend fitting workshops, conventions, and other practitioner meetings as required to exhibit,

present, or educate.

19. Assist with the coordination of clinical and professional development programs, plans, and actions for the professional services function, including, but not limited to:
 - Create or present clinical training materials for eye care practitioners, laboratories, and their related staff (manuals, CD-ROMs, forms, webinar, etc.).
 - Create or present continuing education and practice management tools and materials for eye care practitioners, laboratories, and staff (presentations, webinars, notes, forms, videos, CD-ROM).
 - If certified to do so
 - Create or present clinical and practice management presentations to eye care practitioners, laboratories, and company personnel.
 - Assist Professional Services with coordinating professional society interfaces for optometric school programs.
 - Assist the Regulatory Department if questions arise for new products.
 - Interface regularly with multi-discipline eye care professionals and management.
 - Respond to practitioners' requests about contact lens fitting, professional relations activities, regulatory affairs, and clinical studies.
 - Provide technical input when reviewing regulated labeling.
20. Give input, if requested, to the Strategic Key Account Managers, for their Key Account quarterly reviews by providing documentation and records of joint key objectives and accomplishments

Qualifications:

- Ten years' experience in ophthalmic practice or specialty contact lens consulting
- Specialty contact lens fitting, or consulting experience required.
- Good communication skills
- Well organized and detail-oriented
- Capable of handling multiple projects at the same time and working under pressure.
- Freedom for U.S. travel or international travel, generally not to exceed 25%
- Membership in at least one professional contact lens organization
- Bachelor's degree in an allied health discipline or the equivalent
- NCLE-Advanced Certification or equivalent required, CLSA Fellow or Scleral Lens Society Fellow preferred

To apply, please submit your resume to Jobs@synergeyes.com