



Job Title: Business Development Manager, Central-Continental US

Job Summary: The Business Development Manager (BDM) is responsible for the direct sales of the Company's products. This position covers the Central US territory promoting and selling the Company's automated microplate analyzers. Prospect for new accounts in territory as well as monitor and support exiting accounts. Interact with sales and marketing team and report regularly to the Director of Sales and Marketing. Responsible for developing, selling, and protecting accounts within the territory.

Responsibilities: Finds and cultivates new customers. Effectively manages real time sales funnels using company CRM. Communicates information about the Company's products and services. The art of consultative selling with a good balance of strong listening and presentation skills to advance the commercial relationship. Services the customer including consulting on their problems, educating about new products, providing in-service support and piloting financing options where necessary (leasing, etc.) Product expert who can illustrate the key features & benefits of the products in context with identified customer needs. Carries out market research and intelligence work and report pertinent information to Sales Manager in a timely manner. Manages all administrative duties in a timely and efficient manner to insure best business practices are followed. Works closely with other sales representatives and in-house sales, marketing and technical service departments. Autonomous contributor as well. Balanced attention to new business and maintenance of core base business. Proven planner who can manage a pipeline effectively. Travel to company events and tradeshow (may include weekends). Other duties as assigned.

Supervisory Responsibilities: None.

Success Factors: Proactive and self-directed with the ability to tap into both their analytical and creative sides to close new customers. The key focus of this position is on direct capital instrument sales. Must be able to target new opportunities, forecast new sales and close new customers with strategic focus. Experienced capital equipment sales professional with the ability to increase market share and profitability. Needs to interact directly with senior leadership and internal and external customers. Must have analytical skills to monitor and assess current division opportunities.

Minimum Qualifications/Education: Bachelor's degree and 7+years of relevant clinical diagnostic sales experience, capital instrument sales experience, ELISA reagent sales experience is a plus.

Skills and Competencies: Must possess technical skills in clinical diagnostics, life science or biology and key understanding of ELISA technology and microplate methodology. Proficient in presenting and discussing the technical aspects of instrumentation. Understanding of the Clinical Laboratory organizational structure of Hospitals and Ref labs. Possess the ability to handle complex and often competing priorities in environment of continuous change. Ideal candidate must be able to resolve conflict effectively and have good customer management skills.



Computer Skills: Proficient in CRM-Salesforce.com, Word, Excel, Power Point and Outlook.

Work Environment: Field/main office/laboratory conditions. Considerable travel (75%)

Physical Requirements: Must be able to meet National Institute for Occupational Safety & Health (NIOSH) Standards.

Dynex Technologies is an Equal Opportunity Employer and provides medical, dental, life and disability insurance, Section 125, 401(k), flexible schedules, educational assistance and a great work environment!

Please forward resume including salary requirements to kbhatia@dynex.com.

Visit our website www.dynextechnologies.com.

***No Recruiters Please.**