

Job Title	CrossLink / Stryker Ortho Full-Line Sales Associate
Department	Orthopaedic Sales
Location	New Bern, NC
Job Description	The Full-Line Sales Associate is responsible for achieving predetermined sales goals and quotas within his or her assigned territory. Full-Line Sales Associates must establish, build, and maintain customer relations through constant communications and in-person appointments. This position is specifically responsible for maintaining expert knowledge of all Ortho surgical products and services. (Joint Reconstructive, Trauma, Foot & Ankle, Ancillary, etc.)
Essential Duties & Responsibilities	<ul style="list-style-type: none"> ❖ Primarily responsible for meeting and exceeding sales objectives for the territory. Represent CrossLink/Stryker as a leader in our industry and the marketplace (reconstructive, trauma, and other key products) by working with a sophisticated audience comprised of surgeons and healthcare professionals. ❖ Increase territory results by building and maintaining strong business relationships, and by developing and implementing sales strategies. ❖ Communicate with current and new customer accounts regarding a variety of topics, including product updates, changes to product portfolio, and educational programs. ❖ Implement new sales plans and effective marketing strategies to position the organization competitively and to meet/exceed territory objectives. ❖ Identify the needs of new prospects and develop appropriate responses (written, telephone and face-to-face). ❖ Perform field calls for the account and assigned territory, including “on-call” and operating/emergency room consultation. ❖ Cross-sell additional products or manage new product introductions as they become available. ❖ Address any problems that arise on the account. ❖ Support compliance and the principles of responsibility (AdvaMed) by maintaining the privacy and confidentiality of information; protecting the assets of the organization; acting with ethics and integrity; reporting non-compliance; and adhering to applicable federal, state & local laws and regulations, accreditation & licenser requirements, and Company policies & procedures. ❖ Work with Sales Manager by receiving coaching, training or mentoring; transfer knowledge to peer Sales Representatives and to Sales Associates when needed. ❖ Maintain training in sales skills, product features/benefits, and other critical business applications ❖ Collect competitive data and remain current on industry, customer, and competitive trends. ❖ Participate in and attend sales meetings and professional association meetings outside of regular business hours, as required.
Qualifications/Work Experience Requirements	<ul style="list-style-type: none"> ❖ BS/BA in relevant field preferred or equivalent experience. ❖ Must be mobile and willing to travel. ❖ 2+ years demonstrated successful sales experience (in the medical device or industry preferred) ❖ Knowledge in the use of current office technologies (MS Office suite, databases, etc.) ❖ Excellent organizational skills ❖ Must be comfortable in emergency/operating room environments
Travel Requirement Percentage	10%

Note: The above information is not all inclusive and the position may have further requirements that will be explained in further detail at a later step in the hiring process.