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Account Representative - GI /Diagnostics

AnX Robotica, an advanced technology medical device company integrating innovative research and development with the mission of providing the medical community with patient-friendly devices for diagnostic and therapeutic applications, is seeking a result oriented and collaborative sales professional with a proven track record of success to join our expanding sales team. The ideal candidate will have a proven track record working with a wide range of customers to promote and support a unique diagnostic and therapeutic product portfolio focused on the Gastroenterology and Diagnostics markets.

The Account Representative is a field based AnX Robotica (GI) sales position. The Account Representative will call on healthcare organizations, including hospitals, Endoscopy Centers, Ambulatory Surgery Centers, and practices in a defined geographic area. The Account Representative will serve as a customer facing product expert responsible for educating physicians and nurses on the clinical advantages on our product portfolio. The position is focused on expanding the utilization of our product portfolio through market development and sales-oriented activities. Additionally, the Account Representative is required to continually develop their clinical knowledge to serve as a product expert for the company. The Account Representative will work closely with internal partners, including Technical Support, Finance, Customer Service, and Marketing, to coordinate AnX efforts to meet and exceed customer expectations.

Along with executing all sales promotional activity in their geography, the Account Representative will have a key role in leading, developing, and executing the territory sales strategy; analyzing key business drivers and trends; building effective cross-functional and cross-regional partnerships; and ensuring execution of their business plan.

Responsibilities:

- Promote a customer-centered culture that strives to exceed customer needs, requirements, and expectations by educating and developing rapport with external customers.
- Demonstrate a thorough understanding of disease state, diagnostic and treatment options and their impact on patients, payers, institutions, health systems and healthcare providers.
- Analyze the market to understand the local healthcare environment, including but not limited to: reimbursement, coverage, healthcare delivery models, transitions in care and patient pathways, and uses this knowledge to identify and leverage business opportunities.

Requirements:

- Ability to build rapport and relationships by interacting effectively with employees and external contacts (i.e., MD and office staff) at all levels, demonstrating the awareness of their needs and responding with the appropriate action.
- Highly effective organizational skills to implement a variety of programs, such as speaker programs and other activities.





- Achieve monthly, quarterly, and annual sales quotas by driving incremental product adoption through delivery of clinical knowledge primarily focused on the Gastrointestinal (GI) tract.
- Meet regularly with sales and clinical specialist teammates to assess territory needs and discuss ownership of next steps.
- Learn market dynamics and understand customer motivations.
- Thoroughly understand product line features, benefits, and proof sources.
- Educate physicians and clinical personnel on use of GI products.
- Establish excellent relationships with all healthcare professionals and physicians in their territory, specifically noted, gastroenterologists, endoscopic surgeons, allied health professionals, administrative and lab management, and personnel where procedures are performed or influenced.
- Develop a thorough understanding and ability to communicate the reimbursement process for our products.
- Provide solution-oriented strategies to facilitate product adoption and accelerate sales growth.
- Successfully launch new devices developed or acquired by the organization in the assigned territory.
- In-service accounts by demonstrating product applications, functionality, and use.
- Consistently perform administrative responsibilities, such as, expense reports, sales reports, and other business requests.
- Awareness and adherence to AnX code of conduct policy.
- Experience selling in a new or changed sales channel.
- Strong desire to learn and grow professionally.
- Excellence in process management and organizational agility.

Minimum Requirements:

- Bachelor's Degree or higher
- Valid Driver's License and clean driving record
- Travel up to 60%
- Ability to lift 20 pounds

Founded in 2019 as an advanced technology medical device company integrating innovative research and development with the mission of providing the medical community with patient-friendly devices for diagnostic and therapeutic applications. Headquartered in Plano, Texas, AnX Robotica is transforming video capsule endoscopy with the introduction of the NaviCam Platform, including the NaviCam® Xpress System, a Magnetically-Controlled Capsule Endoscopy (MCCE) System for sedation free visualization of the stomach. The NaviCam platform also includes NaviCam Small Bowel System and the NaviCam Stomach/Tether for visualization of the esophagus.

