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Vice President, Hospital Sales & Business Development

Hiring organization
CarterMacKay

Employment Type
Full-time

Job Location
Massachusetts

Date posted
September 27, 2021

Description

This company is the leading provider of employer-sponsored child care, back-up care, early education, and work/life solutions. For more than 30 years, we have helped children, families, and employers work together to be their very best. They pride themselves on being an organization that ensures that our own employees have the resources and encouragement to succeed in work and life. The guiding principles of our culture are not only based on honesty, respect, and teamwork but on also having fun.

The Vice President of Hospital Sales & Business Development is responsible for directly managing 4 new sales Directors and responsible for driving the activities of indirectly reporting sales Directors to meet and exceed aggressive growth targets. As the Hospital Sales Leader, you will join a dynamic sales team, drive sales results, and develop solutions that differentiate and offer competitive advantages for the company as a whole.

The Hospital Sales Leader's responsibility is to drive sales with hospital organizations across all of their service lines. With a team of direct and indirect reports and support from a robust marketing team, the Hospital Sales Leader is poised to capitalize on intense demand from hospitals for their services. Responsible for defining the go to market strategy and collaborating with product and marketing teams, the Healthcare Sales Leader will lead sales teams to results that will contribute significantly to their growth and expansion of multi-service accounts.

Responsibilities

Responsibilities include:

- Develop and lead the healthcare go-to-market strategy
- Define target accounts including existing clients and new, prospective clients
- Lead sales teams to secure new business with hospital accounts to attain team/business unit growth objectives
- Collaborate across internal sales teams, facilitating multi-rep sales
- Represent the company as the thought leader in the healthcare market
- Create urgency and interest in purchasing decisions through senior-level engagement at prospect accounts
- Define sales approach and sales methodology
- Set the standard for client proposals
- Provide leadership and direction to sales pursuit team and supporting resources in consulting, account management and other functions
- Work closely with operations and finance to ensure smooth implementation upon sale
- Provides senior leadership for client services team by developing, managing, and guiding sales activities and strategies to drive revenues and

overall contribution to the margin including:

- Meet and exceed quarterly and annual divisional sales/revenue targets
- Effectively lead team through goal setting, compensation plan development, coaching and support to meet and exceed sales targets
- Assist and guide the sales team on RFP responses, proposals, pricing and contracts
- Develop and implement a comprehensive on-boarding and ongoing sales training for the team
- Actively manage the sales pipeline and coach team on how to decrease the sales cycle
- Collaborate with the Implementation and Account Management teams to deliver successful client roll-outs
- Collaborate with Legal team on all new client contract negotiations
- Deliver weekly, monthly, quarterly and annual forecasts and detailed pipeline reports to Leadership Team
- Drive interaction with Client Relations and other service line sales teams to accomplish penetration into current and prospective Bright Horizons clients
- Actively participate as a member of the Client Services Leadership Team in setting strategic direction of the team
- Collaborate with SVP of Marketing to ensure marketing efforts are driving growth of pipeline and helping to close sales
- Supervise the marketing/growth interface and trade conference positions in order to drive effective lead generation

Job Requirements:

- A deep understanding of the healthcare (hospital) industry and market, including workforce trends and talent management dynamics
- Bachelor’s degree is required, and a MBA is preferred
- Minimum of 7 or more years of sales experience to large accounts
- Sales leadership experience
- Experience selling $250K+ contracts Experience with complex consultative sales approach is required
- Experience with B2B services is preferred
- Strong leadership, collaboration skills and the ability to influence peers and colleagues
- Strong analytical and sales skills
- Proven ability to manage multiple functions and relationships
- A demonstrated ability to lead people and get results through others
- 50% travel required