



HEALTHCRAFT

JOB DESCRIPTION

ARE YOU OUR NEXT
REMARKABLE TEAM MEMBER?



EVERY SPACE
A SAFER PLACE

JOB DESCRIPTION: Sales and Business Development Manager

Business: Home Medical Assistive Products Manufacturer

Who we are:

HealthCraft Group is a leading Canadian based designer and manufacturer of fall prevention safety solutions for loved ones at risk of a fall in their living space. You will find our products worldwide in over 25 countries helping millions of loved ones daily to protect and extend their potential. Put simply, we are on a mission to make every space a safer place.

Where we are heading:

HealthCraft is in growth mode and building for the future, which is where you come in. We are searching for a highly motivated and experienced **B2B Sales and Business Development Manager** who was born to sell and lead with an appetite for the challenge of growing our direct-to-business revenue and experience. Buckle up, the position plays a pivotal leadership role in the success of HealthCraft and is fast paced with demanding expectations that you fit and thrive within our unique HealthCraft culture. Come to work everyday knowing that what you do matters. HealthCraft changes lives, let it change yours. If you think you fit and have grit, continue reading.

You are:

- A strong leader with the ability to motivate and inspire a sales team
- Detail-oriented with exceptional organizational skills to manage multiple priorities effectively
- Proactive and results driven with the ability to identify and capitalize on business opportunities
- Focused on achieving sales targets and business growth with a proven record of success managing and developing customer relationships, you like to win
- Confident in decision making regarding financial transactions, sales strategies, budgeting, and forecasting
- A master of the phone, recognizing its vital role in driving success and effectively leveraging it as a valuable tool
- Creative, employing innovative strategies to break through the noise and uncover opportunities that competitors overlook
- Confident, self-motivated, and driven, possessing unwavering determination and resilience

- Thirsty for knowledge and personal growth to enhance skills and broaden horizons
- A proven team player, adept at collaborating with others in a supportive work environment
- Driven by a sense of purpose, to making an impact and improving the lives of others

You are not:

- A “status-quo is good enough” kind of person
- A “lone wolf” who prioritizes personal interests over team benefits

Your experience should include:

- Degree in Business Administration, Economics, Accounting, Communications, Marketing, Leadership or a related field
- 10+ years of direct sales and management experience
- Hired, developed and retained successful sales talent
- Consistently achieved sales goals through your leadership and personal goals
- Presentation skills where your charisma is used to “spark a fire” and keep your audience engaged
- Experience in CRM systems, MS365 Cloud based tools for collaboration and productivity
- High level critical thinking, analysis and reasoning
- Experience navigating sales cycles, handling objections and articulating value propositions to customers
- Ability to build and maintain relationships with key decision-makers in the target markets
- Demonstrated ability to develop and implement effective sales strategies.
- Ability to travel, occasional travel within Canada, U.S. and possible international (Passport required)
- Bilingual (not required but considered an asset)

Bonus points if you have any of these:

- Experience working with ISO, quality assurance systems
- Experience working in a Lean Manufacturing environment
- Creative passion(s) such as musical instruments, visual arts, written word
- A competitive spirit that strives for the best in everything
- Experience with assistive products or care for older adults / accessibility
- A community service / volunteering history

Duties & Responsibilities

- Contribute to a high-performance sales culture that delivers results and forecast accuracy while simultaneously mentoring and developing the sales team members to accomplish individual and organizational targets
- Collaborate in the development and execution of a strategic sales plan to surpass revenue targets and expand our customer base throughout the United States and Canada
- Work closely with the Marketing Team to refine and qualify leads, ensuring the highest quality of prospects for our sales efforts
- Prepare effective and compelling customer proposals as well as promote new and existing products to maximize sales
- Identify and secure ideal business opportunities through targeted cold calling, strategic networking, and leveraging referrals
 - Thoroughly research prospects, ignite interest, and conduct qualification calls
 - Skillfully convert inbound inquiries into long-term partnerships by addressing concerns and objections
 - Captivate prospects with an engaging narrative that showcases the compelling story of HealthCraft
- Cultivate and nurture relationships with valued B2B partners and key stakeholders, providing unparalleled customer service that goes above and beyond expectations
 - Expertly handle client inquiries and provide comprehensive product information
 - Deliver exceptional sales presentations and engaging training seminars
 - Drive customer participation and boost purchasing activities to foster long-term loyalty
- Conduct thorough analysis of market trends and competitor activities to identify and capitalize on potential business opportunities, maintaining a competitive edge
- Regularly review and meticulously analyze sales performance, proactively adjusting strategies and plans to optimize results and exceed targets
- Keep Sales Director informed with regular sales updates and provide accurate forecasts, enabling informed decision-making at the highest level
- Utilize and actively contribute to the continuous improvement of our CRM system, ensuring efficient tracking and measurement of all sales activities
- Create and adhere to a daily activity schedule, consistently seeking out opportunities for continuous growth and success
- Demonstrate unwavering determination and drive to achieve weekly sales targets through a multi-faceted approach, encompassing cold calling, proactive

prospecting, persuasive pitching, and ultimately winning new business and/or growing existing partnerships

Total Compensation & Care:

- **Base Salary:** Dependent on experience and demonstrated performance, ranging from \$75,000 - \$90,000
- **Performance Award:** Dependent on business success and contribution
- **Formal training:** \$2,000 budget per year based on growth plan
- **Informal training:** Personal development one-on-one & group coaching/mentoring from our CEO, leadership team and outside experts on topics such as health & wellness, communication & personality type awareness (DISC), organizational skills
- **Health Insurance:** A comprehensive Employee Benefit Program which includes; Health, Dental, Vision, and confidential Employee Assistance Program (EAP) which includes mental & financial health planning & counseling for you and your family
- **Income Protection:** Long term disability, life insurance and discretionary sick or personal time
- **Paid Time Off:** 4+ weeks: provided as 15 Vacation Days, 3 Paid HealthCraft Personal Days & 3 Common Paid Team Days
- **Paid Statutory Holidays:** 9 Days
- **Social Time:** Frequent Team events such as Live Music Jam sessions, personal development training, Coffee & Donut “meet your team mates” sessions, Team BBQ’s and lunches, Pancake Breakfasts, & Team Spirit Activities.
- **Team Services:** We are a community that looks for opportunities to help with making your life work balance better
- **Parking:** free on-site parking
- **Meaningful and Challenging Work:** An opportunity to work and grow with one of our industry’s top awarded, most innovative companies; one that is making a difference in millions of lives
- **Curated intentional Culture:** A remarkable and intentional organizational culture focused on learning, growth, engagement and communication

Workplace:

- Work onsite / in office
- Manufacturing Environment
- Disciplined / Quality Assurance ISO13485:2016 workplace
- Team Culture; Core Purpose and Core Value driven culture with a monthly measured world class attained employee net promoter score. (eNPS)

About HealthCraft:

Our Purpose:

“To protect and Extend Human Potential”. We are committed to being the best organization on planet earth at connecting passionate people, progressive ideas and effective product solutions to end the epidemic of preventable fall injuries and deaths in the living spaces of the world.

Our Core Values:

- New Day. New Ideas: Continuous Improvement
- Keep Giving. Keep Growing: Teamwork
- Small Detail. Big Impact: Quality
- Say hello. And then some: Care

Our Brand Promises:

- You will find a thoughtful, professionally curated collection of products that are effective and actually work
- Your living space (and you) will be made safer, and...
- We will help you figure out the details with a collection and community of knowledge to guide you

HealthCraft promotes the principles of diversity and inclusion. We encourage applications from women, people with disabilities, Aboriginal peoples and persons of all races, ethnic origins, religions, sexual orientations, and gender identities and expressions. HealthCraft provides accommodation during all parts of the hiring process, upon request, to applicants with disabilities. If contacted to proceed to the selection process, please advise us if you require any accommodation.

We would love to discuss this opportunity with you. To start the conversation please email your resume to jobs@healthcraftproducts.com