



HEALTHCRAFT

JOB DESCRIPTION

ARE YOU OUR NEXT
REMARKABLE TEAM MEMBER?



EVERY SPACE
A SAFER PLACE

JOB DESCRIPTION: B2B Sales and Business Development Representative
Vacancy Status: Role is for an existing vacancy
Business: Home Medical Assistive Products Manufacturer

HealthCraft Group is looking for a **B2B Sales and Business Development Representative** to join our growing team.

Who Is HealthCraft:

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. Put simply, we are on a mission to make every space a safer place through Fall Prevention Simplified.

Our future is bright:

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

Summary:

Reporting to the **Revenue Team Leader**, the **B2B Sales and Business Development Representative** is responsible for identifying, prospecting and building relationships with customers to drive revenue growth. The role involves understanding customer needs, presenting tailored solutions, managing the sales pipeline, and negotiating contracts. Success looks like expansion of market presence and achieving sales targets.

You are:

- € A sales “hunter”, adept at Value-Based Selling. This is not a boiler room. What you are selling has a meaningful life-changing impact.
- € Not bothered by “No” and are motivated by the thrill of the close.
- € Always looking at the scoreboard and working as a team to win.
- € A champion at working the phone. You understand that dials are the key to success.
- € Creative and constantly refining tactics to make an impression.
- € Confident, self-motivated, and persistent.
- € Competitive and committed to continuous improvement. You like to keep score and WIN.

- € A self-starter with a “get it done right” attitude.
- € Highly organized, detailed, and disciplined.
- € A demonstrated team player with a high EQ and has a positive influence on your peers.
- € Perhaps currently held back in the realization of your career potential.

You are Not:

- A “status-quo is good enough” kind of person.
- Comfortable in the shade of others.
- Satisfied with close is close enough...

Your experience should include:

- € University or College degree in social skills, commerce, marketing, communications, advertising, PR, or a related field
- € 3 - 5+ years direct experience in Sales Development or Inside Sales with a proven track record of success
- € Experience in CRM systems, MS365 Cloud based tools for collaboration and productivity
- € Excellent interpersonal, communication, problem solving and presentations skills
- € Experience navigating sales cycles, handling objections and articulating value propositions to customers
- € Ability to travel, occasional travel within Canada and U.S. (Passport required)
- € Bilingual (not required but considered an asset)

Bonus points if you have any of these:

- Presentation skills where your charisma is used to “spark a fire” and keep your audience engaged
- A track record of your sales achievements, your highlight reel
- Creative passion(s) such as musical instruments, visual arts, written word
- A history in competitive team sports
- Experience with assistive products or care for older adults / accessibility
- A community service / volunteering history

Call to Action (when you apply):

Along with your resume, include up to a 200-word paragraph telling us why you are the best candidate for this position, why are you a superstar. As a Sales and Business Development Representative, what is your personal elevator pitch.

Job Responsibilities:

- € Achieve weekly sales targets by cold calling, prospecting, pitching and winning new business
- € Make first contact with prospects and tell the HealthCraft story
- € Add value with every interaction
- € Research prospects, identify key contacts and create interest, conduct qualification calls
- € When required create a prospect list within targeted parameters
- € Convert inbound inquiries into opportunities
- € Successfully manage, foresee and overcome prospect objections
- € Be a brand champion and educate prospects and existing customers
- € Work closely with Marketing Team in lead generation refinement and qualification
- € Utilize and meticulously update the CRM to track and measure all activity in your funnel
- € Create consistent daily activity plan and continuous growth opportunities
- € Email and cold call prospects and dormant accounts
- € Reactivate “lost” accounts, foster new business through proactive outreach
- € Increase customer participation and purchasing activities with current and new customers

Total Compensation & Care:

- **Salary:** Dependent on experience and demonstrated performance with achieving sales targets, superstars can earn between \$65,000 and \$75,000 per year
- **Performance Award:** Dependent on business success and contribution
- **Formal training:** Budget per year based on growth plan
- **Informal training:** Personal development one-on-one & group coaching/mentoring from Management, 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 teammates” 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, with occasional remote location hybrid work
- Monday to Friday 9 am to 5 pm
- 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

Fall Prevention Simplified for 10 million Loved Ones. To end the epidemic of preventable fall injuries and deaths in the world's living spaces.

Our Core Values:

R.I.G.H.T.

- Results Oriented
- Improvement Mindset
- Gratitude
- Helpfulness
- Team Driven

HealthCraft may use artificial intelligence (AI) to screen, assess, or select applicants for this position.

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 you are contacted to proceed to the selection process, please let us know if you require any accommodation.