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| **Title** | **National Account Manager – Eastern Region USA** |
| **Position reports to** | **Sales Manager, North America** |
| **Positions reporting to this one** | **N/A** |
| **Employment Type** | **Full Time** |

**Summary of Role**

* The National Account Manager (NAM) Eastern Region USA is accountable for developing and managing the strategic accounts strategy for a set of national key accounts. This position is responsible for developing and driving the accounts strategy, executive relationship management and negotiations. In addition, the NAM will also be responsible to support the continued development of our National Dealer Special Market Strategy.

**A typical day**

* Deliver on national accounts and DSO Strategies through negotiation with key dealer partners and liaising with internal SDI North American staff with an eye for growth and expansion where applicable.
* Develop and maintain relationships with key decision makers at all necessary levels of Dental Services Organizations (DSOs), Group Purchasing Organizations (GPOs), and Dealer Special Markets.
* Execute SDI North American Sales Strategy (focus on products, customers, audiences, and distribution).
* Assess, Analyze and report as required on success and challenges of customer business as it relates to SDI Restorative products sold.
* Manage, assess, forecast, analyze and report as required, on success and challenges of growing DSOs and Dealer Special Market Network. Work to build new opportunities within Eastern Region USA DSO and GPO network.
* Conducting work in a safe manner and demonstrating a strong commitment to SDI’s values of passion, accountability, respect, teamwork, and innovation.

**Specific Responsibilities**

**Operational Excellence**

* Plays a key role communicating customer feedback to the North American Management Team. They are to ensure the plans coming from the teams are being executed at the field level.
* Works closely with National Account Manager – Western USA, Regional Managers and Product Specialist to develop processes to ensure flawless execution of plans within ALL regions they are responsible for against the core strategies of: Focus Products/New User Targets/ Focus Account Coverage / Key Dealer Coverage.
* Performs a comprehensive analysis of account potential, capacity, current share, and remaining winnable opportunity by account and product line.
* Develops an annual business plan for his/her respective responsibility that is in support of the SDI North American Business Plan.
* Maintains a close working relationship with the Commercial Financial Manager, Customer Service and Marketing and Global Brand teams, keeping them informed of progress to plans and other key market intelligence.
* Maintains a comprehensive data base within his/her region through daily entries into Salesforce CRM.
* Responsible for meeting all administrative requirements of the position, as well as be responsive to voice mail and email communication.

**Customer Excellence**

* Develops Implementation Strategies with Regional Managers and Product Specialist to implement Group Practice Education and Conversion plans to support growth.
* Provides expert demonstration and insures and works closely with senior management on implementing DSO and GPO Conversion Strategies.
* Maximizes Customer satisfaction on the key drivers of our value proposition.
* Maintains a strong relationship with DSO Purchasing, Clinical Evaluator and Distributors Special Markets.
* Helps Create a Winning Culture among the SDI North American team.
* The National Account Manager needs to be a proven Selling Expert.
* Addresses customer complaints in an appropriate and professional manner and escalates concerns as required by current processes.

**Talent Development & Corporate Citizenship**

* Helps to Coaches/Develops Territory Representatives and Product Specialist.
* Holds his/herself accountable for successful execution of their sales plan.
* Quarterly reviews and establishes a 90 Day Plan to establish targets, manage performance and achieve goals.
* Creates Performance Improvement Plans, when necessary, with appropriate associates and reviews progress.
* Provides leadership and support to indirect reports relative to progress of work, resolution of problems, and assurance that standards for quality and quantity of work are met.
* Provides consistent performance feedback and coaching to members of the sales and management team to assist in employee/career development.
* Implements and ensures that proper regulatory procedures and work instructions are followed.

**Achievement of Financial Results & Key Performance Indicators**

* Meets assigned sales goals for the overall position and within the Key Focus Brands.
* Meets assigned expense budgets.

Performs other duties as assigned or as may be necessary.

**Key Relationships (internal and external)**

* North America- Sales Manager, National Account Manager- Western Region USA, Commercial Financial Manager, Regional Managers, Product Specialists, Sales Representatives, Marketing, DSO/GPO Purchasing Managers, and Dealer Special Markets.

**Job Environment**

* The position is located Chicago Area, (NA Head Office Itasca, IL)
* Working hours: Weekdays and weekends during certain events i.e., tradeshows, CE programs
* Local, interstate, and international travel as required.
* Ability to travel overnight up to 60% of the time.

**Essential Qualification/ Experience**

* 5 years regional sales management experience with increasing responsibilities, dental sales preferred.
* 3-5 years’ experience in National Account and DSO Management
* Demonstrated financial analysis skills including the ability to assess business opportunities that maximize sales potential and meet the needs of the customer.
* Demonstrated successful leadership experience to include planning and business development in a dental, health or medical device organization.
* Bachelor’s degree in related field required, Master’s degree preferred.
* Ability to execute business opportunities while managing risk.
* Demonstrated proficiency in professional direct selling skills.
* Ability to meet sales goals and key performance objectives/activities in accordance with established competencies and standards of behaviour.
* Ability to effectively demonstrate the core values of SDI

**Essential Skills, Knowledge and Attributes**

Personal Qualities

* Has the Will to Win, makes difficult decisions and is decisive.
* Ability to provide strong leadership skills.
* Has the ability to lead his/her team as it relates to execution and performance.
* Passionate, positive, and enthusiastic attitude

**Knowledge and Skills**

* Strong and comfortable presentation and verbal and written skills
* Ability to effectively communicate the company’s mission, vision, and strategy for the future.
* Proficiency with computers, specifically in Windows and Microsoft Office
* Ability to use various internal data bases and appropriate software to make presentations to customers, and for effective management reporting.

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| Employee Signature: |  | Date: |  |
| Manager Signature: |  | Date: |  |