

# OUTREACH MARKET DEVELOPER



## **A perfect opportunity to advance your sales career in the fast moving and innovative market of biological research**

As a Market Development representative, you will be responsible for supporting our Sales departments through lead generation. It includes market analysis, identifying key accounts and contacts, Territory Segment Mapping, plus cold/warm calling potential leads. You will be part of a new Cold Calling 2.0 initiative to re-invent healthcare prospecting. Reporting to our Market Development Manager, this is a significant step on your sales career ladder and the perfect starting point for an ambitious person who will set a high bar for all our customer interactions from the first call.

Working closely with the entire sales team, you will come to understand different markets and the competitive edge our product has in penetrating important accounts, thus becoming a trusted and credible source of leads for Visiopharm Account Executives (Sales).

It will involve using diligent and creative research approach to identify key players and gather functional market data for markets segments such as Biopharma Research, Academic Medical Centers and Digital Pathology Diagnostics. Then you progress these prospects through the sales funnel with will versed sales methodology to help drive Visiopharm's innovative technology growth.

Optimizing the sales and marketing campaigns is a continuous process to promote brand awareness and inbound lead generation properly. It will involve significant interactions with the Sales and Marketing departments and will add to the dynamic aspects of this role.

We work with a pragmatic approach with the focus on connecting to our customers through a knowable and scientific approach building credibility, relationships and presence both internally and externally.

Your tasks would be;

- Mapping of territories through investigative calls and interviewing of potential prospects
- Using dynamic sales approaches to bring a customer through different levels of product awareness
- Creating conversational techniques to find key decision makers throughout an organization
- Working through customer pain funnels to help prospects better understand current struggles

- Designing email templates according to product value themes for greatest interaction
- Maintaining a focused schedule to achieve optimized productivity

### About the team

The Market Development Representatives report to the Market Development Manager and are an integrated part of the Sales Department. Market Development teams are represented in both DK and US, and you will be a part of a growing sales organization which includes 14 persons.

Our culture is known for being entrepreneurial and grounded in Danish work ethics with an open and informal atmosphere. Because of our fast growth and consistent innovation we have won the Borsen Gazelle prize twice, so the time is right to join.

### Qualifications;

The right person likes to work independently and have the ability to take direction and perform with minimal constructive input. You must be eager to succeed with a strong sense of teamwork and enjoy being a part of the innovative and entrepreneurial spirit that is the trademark of Visiopharm.

Familiarity with enterprise email marketing and/or marketing automation solutions is a plus, but you are a networking expert with superb verbal, phone & written communication skills. English is essential to the position, and preferably you also speak another language on a professional level such as German or French.

Use your competitive nature and positive team-oriented attitude to win the deals:

- Cold Calling / Prospecting experience
- Proficiency in CRM 365 & strong skills with Google, LinkedIn Sales Navigator, and Prospect
- Familiarity with enterprise email marketing and/or marketing automation solutions a plus
- Bachelor's degree in life sciences or another relevant Bachelors of Science

### About Visiopharm

Visiopharm is contributing to finding the right cancer treatment for the right patient at the right time (precision medicine). We do this by offering a suite of software tools for tissue-based cancer diagnostics. These tools are based on digital image analysis, the latest breakthroughs in AI and Deep Learning, combined with a deep understanding of diagnostic workflows in the pathology lab.

Over the past few years, Visiopharm has evolved into a global company with more than 60 people working across 30 countries. Since January 2018 more than 20 people have been hired, and we are still growing, having high ambitions for the future.

Together with our investors (ATP, Vækstfonden, C. L. Davids Fond, Northcap Venture Partners) Visiopharm recently raised a capital injection of approx. DKK 100 million in August 2018- with the purpose of paving the way for continued growth and stock exchange listing over the coming years.

Visiopharm A/S is headquartered in Medicon Valley, Denmark, DTU Science Park in Hørsholm, and has branch offices in Sweden, UK and a North American office in Broomfield, Colorado.

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Bullets for the position;

- Sales Planning
- Competitive Analysis
- Product Positioning
- Product Development
- Client Relationship Management
- Negotiation techniques

Location: You will be working from our HQ in Hørsholm

## How to apply

If interested, please apply as soon as possible by [clicking here](#) and no later than Jan 20<sup>th</sup> - 2019. Applications will be processed on an ongoing basis independently of the deadline. Therefore, we ask you to apply as soon as possible in order make sure that your application is taken into consideration.