



JOB DESCRIPTION

ARE YOU OUR NEXT
REMARKABLE TEAM MEMBER?



JOB DESCRIPTION: Sales and Business Development Representative
Business: Home Medical Assistive Products Manufacturer

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

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 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 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 sales “hunter”
- A champion at working the phone, you have the “secret sauce”
- Confident, self motivated, driven, have grit and can pick yourself up after hearing “no”
- Competitive, like to keep score and WIN
- Eager to learn and grow
- A positive self-starter with a “get it done right” attitude
- Highly organized, detailed and disciplined
- Perhaps currently held back in the realization of your career potential
- A demonstrated team player who wants to come to work each day to contribute and know what you do matters

YOU ARE NOT:

- A “status-quo is good enough” kind of person

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, U.S. and possible international (post CV19) (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

JOB RESPONSIBILITIES:

- Make first contact with prospects and tell the HealthCraft story
- 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 and overcome prospect objections
- Be a brand champion and educate prospects
- Handover WON accounts to Customer Success Team
- Work closely with Marketing Team in lead generation refinement and qualification
- Utilize CRM to track and measure all activity and prospect follow ups
- 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
- Achieve weekly sales targets by cold calling, prospecting, pitching and winning new business

TOTAL COMPENSATION & CARE:

- **Base Salary:** Dependent on experience and demonstrated performance, ranging from \$50,000 - \$65,000
- **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:** 3+ weeks: provided as 10 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, with occasional remote location hybrid work
- 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

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