

Role: Senior Manager – Sales and Marketing

Location: Kochi

Qualification: Any Graduate/Diploma

Experience: 10 + years of experience

The Senior Manager Sales is responsible for driving strategic growth for our high-value Hospital Information Software solutions. This role demands a deep understanding of the healthcare industry on a national level, a proven sales track record, and strong client relationship-building abilities.

Key Responsibilities:

- Develop and implement a comprehensive business development strategy to market Hospital ERP Software solutions and related products, identifying and pursuing high-value opportunities within the healthcare sector.
- Conduct detailed market research and analysis to uncover emerging trends, competitor activities, and potential market segments.
- Generate and qualify leads, build strong relationships with key decision-makers in healthcare institutions, and close deals to grow the customer base.
- Identify and research target territories to create a qualified list of accounts.
- Lead the response process for RFIs and RFPs, ensuring accurate, thorough, and timely submissions with persuasive proposals and presentations.
- Negotiate pricing and contractual terms to secure sales.
- Maintain and strengthen relationships with existing clients, ensuring their needs are met and customer satisfaction is achieved.
- Lead product demonstrations to highlight the value of our software solutions and address client-specific challenges.
- Consistently meet or exceed sales targets through effective sales strategies and techniques.
- Collaborate with cross-functional teams, including marketing, sales, product development, and operations, to align efforts and ensure seamless execution.
- Track sales performance, analyze key metrics, and prepare regular reports on business development activities.
- Oversee key account management, ensuring timely payment collection and resolution of client issues.

Requirements:

- A minimum of 10 years of business development experience, with at least 5 years in the healthcare or Hospital Information Software industry.
- Strong communication, negotiation, and presentation skills.
- Excellent organizational and time-management abilities.

For more details:



+91 9446814398



career@datamateindia.com