



SENIOR SALES EXECUTIVE

Job Specification

WHO WE ARE

[Encoda LLC](#) is a healthcare reimbursement automation and technology-enabled services leader, bridging workflow gaps between traditional practice management systems, clearinghouses, and payers. In today's world of complex reimbursement, you must have both the right people and the technology to maximize revenue and timely payments. Encoda recently completed a private equity [recapitalization with Hughes & Company](#), positioning Encoda to accelerate Encoda's development of its rules-based workflow and analytics software and expanding use to other areas of the healthcare reimbursement cycle that continue to plague physician groups.

WHO YOU ARE

Encoda's Senior Sales Executive will execute in-person and virtual sales meetings with potential clients to tease out existing revenue cycle pain points and demonstrate how Encoda's solutions will remedy those pain points. The Sales Executive will initiate and sustain contact with our prospective clients and manage all aspects of the sales cycle, documenting interactions and relevant information in Salesforce.com. This position offers the Sales Executive the opportunity to demonstrate software that is unique and provides significant ROI to Encoda clients and is the best opportunity for an experienced healthcare IT sales executive to bring innovative technology to their clients that has a proven return on investment.

Our ideal candidate is a self-motivated, solution oriented, results-oriented sales executive with a hunter mentality. The candidate should have a network of medical practices that he or she has demonstrated success selling into and must establish and maintain a strategic focus on creating qualified sales opportunities for Encoda's SaaS and revenue cycle services lines of business. The candidate must be willing to get in the trenches to cultivate qualified leads to ensure sustained success. This team member will work diligently to meet and exceed individual and team sales targets, while participating in all levels of prospecting and the sales cycle.

A DAY IN THE LIFE

- Thoroughly understand Encoda's products and services and be able to clearly articulate the value proposition to our customers
- Proactively build the sales pipeline by making initial and subsequent contact to targeted prospects; qualify, develop, and close those prospects
- Use Salesforce.com to track all outbound and inbound activity and document all interaction with prospective clients
- Collaborate with Encoda management to strategize on moving prospects through each stage of the sales cycle
- Ensure data integrity, forecasting and closing dates by entering and maintaining accurate and useful prospective client data
- Represent the company at key industry events, trade shows, conferences, and client meetings
- Establish and maintain an understanding of competitive solutions

COMPETENCIES

At Encoda, we are big believers in competencies. Competencies are not the same as technical skills or experience. Technical skills describe 'what' you do, whereas competencies describe 'how' you do it. The following list describes the competencies required for success in our Senior Sales Executive role.



- **Interpersonal Skills:** Effortlessly builds and maintains productive, trusting, and cooperative relationships with internal and external stakeholders. Demonstrates a strong ability to quickly connect with others, particularly during stressful or uncomfortable situations.
- **Strategic Focus:** Generates and applies alternative and viable strategies and business models to create competitive advantages for the company.
- **Results Focused:** Maintains focus and perseveres in the face of obstacles. Uses time efficiently and responds quickly and constructively when confronted with challenges.
- **Business Acumen:** Understands the business we are in and key business drivers for performance; applies and balances information about business drivers and trends such as revenue, costs, customer needs, and short- and long-term strategies to guide activities.
- **Attention to Detail:** Thoroughly accomplishes tasks with the utmost attention placed on accuracy in all areas involved, no matter how small. Possesses a strong ability to focus amidst continuous distractions.

WHAT YOU WILL BRING TO US

- Bachelor's degree
- 3+ years successful EMR/PM, clearinghouse, or RCM services sales experience
- Existing relationships with medical groups that use Greenway PrimeSuite and/or Centricity Practice Solutions (now known as AthenaPractice) as their practice management software preferred but not required
- Proven ability to generate sales from initial contact through closing
- Computer proficiency required; must possess strong working knowledge of Microsoft Excel, Word, and PowerPoint
- Knowledge of Salesforce is preferred but not required
- Must be comfortable with virtual meeting platforms such as Zoom, Microsoft Teams, etc., to conduct virtual meetings, presentations, and product demonstrations
- Ability to travel domestically to tradeshow, conferences, and client meetings

WHAT YOU WILL GET FROM US

- Competitive base salary and incentive compensation with uncapped earning potential
- Market competitive healthcare coverage, including medical, dental, vision, life, and disability insurance
- Flexible PTO policy designed to create work/life balance
- The opportunity to be a part of a leading Revenue Cycle Management organization with a strong mission and set of values

Encoda is an equal opportunity employer and offers competitive compensation and benefits package. To apply, please send a **cover letter** (required) and **resume** to HRsales@encoda.com.