



# INSIDE SALES REPRESENTATIVE

## Job Specification

### WHO WE ARE

Encoda LLC is a leader in healthcare reimbursement automation and technology-enabled revenue cycle management (RCM) services that empower medical business offices to cost-effectively collect the most revenue in the shortest time possible.

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

Acting as the first touchpoint to our potential customers, the Business Development Representative will play an integral role in creating and maintaining a healthy pipeline of qualified opportunities for our sales team. The insight you will gain from your interactions with prospects will also be useful to our marketing team as they evolve how we articulate our value propositions in the marketplace.

Our ideal candidate is a self-starter with a hunter mentality, high level of energy, curiosity, and strong desire to take charge of your career from day one. Communication will be key to success in this role as you cultivate strong relationships with customers as first point of contact. You grasp business and sales concepts quickly through online education, team members, and coaching. You are a natural collaborator with the ability to balance priorities and manage time, while focusing on results.

### A DAY IN THE LIFE

- Qualify inbound marketing leads to schedule qualified sales meetings
- Outbound appointment setting to key contacts at each account through cold calling, email LinkedIn, etc.
- Build initial rapport with prospective client and educate Encoda's software, services and benefits Provide a warm hand off to the sales team
- Document all your activity in Salesforce as you work through leads
- Partner with the sales team to establish and share prospecting techniques that work
- Keep up to date on industry trends, our competitors, and our target market
- Assist your sales colleagues in the process to close opportunities you generate
- Shadow sales team in meetings and other activities to acquire the skills needed for a lucrative sales position

### 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 Business Development Representative role.

- **Active Listening:** Ability to deliberately hear and comprehend the meaning of words spoken by another person. Makes indications of attentiveness, such as paraphrasing what has been said to confirm understanding.



- **Communication:** Ability to communicate and present data in a clear, confident, and passionate manner. Is influential and knowledgeable on the subject matter presented.
- **Organization/Time Management:** Establishes a realistic and systematic course of action for self and others to accomplish specific goals. Possesses a strong ability to focus on multiple tasks and priorities amidst distractions.
- **Personal Growth:** Demonstrates the ability and strong desire to learn and accept broader responsibilities as the company continues to grow. Ability to give and take constructive feedback.
- **Sales Dynamics:** Thoroughly understands the dynamics of a buyer/seller relationship, and the appropriateness of sales techniques for different situations. Uses a variety of techniques to generate leads.

#### WHAT YOU WILL BRING TO US

- Bachelor's degree
- 0 to 3 years of inside sales and/or outbound prospecting experience
- Experience using Salesforce.com and/or other CRM and prospecting tools
- Solid business acumen and proficient with Microsoft Office products
- Understanding of prospecting, cold calling, objection handling, and qualifying is a plus
- Excellent verbal and written communication skills
- Must be comfortable with virtual meeting platforms such as Zoom, Microsoft Teams, etc., to conduct virtual meetings, presentations, and product demonstrations
- Proven record of achieving quota

#### WHAT YOU WILL GET FROM US

- Competitive base salary and incentive compensation
- 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 healthcare IT company 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](mailto:HRsales@encoda.com).