



# Capital Equipment Specialist

Location: Remote, US

## COMPANY OVERVIEW

BVI® is refocusing the future of vision. As one of the fastest-growing, diversified surgical ophthalmic businesses in the world, our purpose-built portfolio spans more than 115 countries. We've set our sights on touching the lives of millions of patients affected by conditions such as cataracts, refractive error, glaucoma, retinal disease, and dry eye.

Unburdened by legacy or bureaucracy, we have developed our strategy around a simple concept — taking pride in delivering innovative solutions for our physicians and patients, based on their needs. We trust and empower our associates to make decisions and solve problems because collaboration drives us. Valuing agility, simplicity, and transparency, we stay committed to listening to our customers, delivering for our patients, and keeping the future in focus.

## PURPOSE

This position is responsible for maintaining and growing a sales territory by promoting the full line of BVI capital equipment portfolio, including both EndoOptiks and Beyeonics One to physicians and other relevant call points related to Cataract and Lasik surgery. This includes establishing relationships with key decision makers involved in maintaining and growing our portfolio. Target call points will include hospitals, ambulatory surgery centers, and private ophthalmic and optometric clinics.



## **RESPONSIBILITIES**

- Builds relationships to understand the unmet needs of our customers and acts as a consultant by offering BVI's portfolio as a value-based solution. Effectively presents to groups both small and large, employing advanced electronic sales platforms. Prospects, cold calls, and visits clinics as needed to achieve sales plan objectives.
- Demonstrates a high degree of confidence and competence selling in the capital units, driving sales of multiple capital units and consumables to new and existing accounts. Effectively gains surgical evaluations with new and existing customers in the operating room. Provides recommendations on technique and instrument selection to surgeons evaluating our products.
- Utilizes customer relationship management software to enter customer data and daily activities. Employs the array of sales reports, data, and analysis provides to accurately forecast and make informed targeting decisions. Utilizes local market information and understands the competitive landscape to set short- and long-term territory goals.
- Supports and services current install base to ensure equipment performance.
- Works effectively with internal partners to find additional ways to deliver value to customers.
- Other duties as required

## **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of Microsoft Office's suite of products, including Outlook, Word, Excel, SharePoint, and Teams
- Excellent communication skills, both written and verbal. Can clearly convey sales messages across a variety of key stakeholders, including surgeons, office, and surgical staff.
- Skilled in consultative selling with a strong ability to close sales
- Effectively able to prospect new business to grow sales revenue
- Outstanding pre-call planner
- Ability to analyze sales reporting and data to make well informed decisions on territory strategy and customer engagement.
- Ability to establish and maintain effective working relationships with coworkers, managers and customers.
- Ability to resolve complex issues with a high degree of initiative.
- Ability to manage multiple priorities simultaneously



### **MINIMUM REQUIRED EDUCATION AND EXPERIENCE**

Bachelor's degree in Business and/or related medical field and 5 years' capital equipment sales experience; or equivalent combination of education, training, and experience.

### **PHYSICAL REQUIREMENTS**

- Ability to drive a car
- Use a laptop
- Use a telephone and other mobile devices
- Stand or walk for a least 2 hours at a time
- Lift up to 50lbs
- Extensive travel

Interested? Submit a **cover letter** and **C.V.**  
to [TalentAcquisition@bvimedical.com](mailto:TalentAcquisition@bvimedical.com)



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*The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.*

*Important notice to Employment businesses/ Agencies*

*BVI does not accept referrals from employment businesses and/or employment agencies in respect of the vacancies posted on this site. All employment businesses/agencies are required to contact BVI's human resources department to obtain prior written authorization before referring any candidates to BVI. The obtaining of prior written authorization is a condition precedent to any agreement (verbal or written) between the employment business/ agency and BVI. In the absence of such written authorization being obtained any actions undertaken by the employment business/agency shall be deemed to have been performed without the consent or contractual agreement of BVI. BVI shall therefore not be liable for any fees arising from such actions or any fees arising from any referrals by employment businesses/agencies in respect of the vacancies posted on this site.*