



POSITION DESCRIPTION

Position Title: Territory Manager (Dry Eye Consultant) Canada
Issue Date: 10/20/11
Supervisor: Vice President of Sales – North America

PURPOSE OF POSITION: Responsible for establishing Tear Science as the clinical and financial solution for evaporative dry eye to leading ophthalmic practices in a predefined geographic territory. Also responsible for closing capital equipment devices with usage requirements for a trailing consumable to predefined levels set by Tear Science. Other areas of responsibility include generating leads, building relationships with key physicians and key accounts, and effectively managing a defined sales territory. The following duties will be personally performed in support of TearScience's business goals and objectives.

MAJOR DUTIES AND RESPONSIBILITIES:

- Sell capital equipment with a trailing consumable to a limited number of targeted accounts meeting a predefined selection criteria and achieve required penetration rate measured by patient adoption percentages (consumable usages) as defined by Tear Science
- Execution of the missionary sales cycle. This includes identifying early-adopting key ophthalmic opinion leaders and assisting them in becoming TearScience champions. This process includes educating and training them on core TearScience concepts, conducting strategic business analysis of dry eye prevalence within the practice, training the physicians and staff on usage of the equipment, instruction on dry eye patient flow and monitoring key growth drivers within the practice
- Ability to teach and train newer peer sales people on the ability to perform in the role of Territory Manager
- Executes the sales and marketing plan to achieve the territories' market and business plan penetration, volume and dollar sales objectives on an annual basis.
- Analyzes territory account conversion percentages, make recommendations and implement changes in practice development initiatives to ensure practice success.
- Manages the approved territory budget for expenses and protects all company assets that are in their possession including but not limited to demo equipment, disposables and computers.
- Provide regular updates to VP of Sales and the TearScience management team regarding sales and market conditions as well as competitive activity.



- Ability to work with and maintain a professional and credible image with key physicians, advisors, vendors and co-workers.
- Regularly utilize company's CRM system.
- Flexibility to assume other duties as assigned by Tear Science management
- Significant travel ($\geq 33\%$) expected.
- Support company goals and objectives, policies and procedures to achieve and meet FDA, ISO and MOH regulations.

EDUCATION REQUIREMENTS: BS degree

EXPERIENCE REQUIREMENTS: Minimum ten years of demonstrated successful selling experience with non-reimbursed patient pay medical device procedures and medical device industry. Proven track record of introducing new procedures, and creating customer business financial success. Demonstrated ability to develop relationships with key surgeons and staff members and an in depth knowledge of the inner workings of an ophthalmic office including chart reviews and reimbursement strategies.

EXPECTED QUALIFICATIONS & EXPERTISE:

- Value added service representation expertise and territory management skills knowing why, how, and when to provide the services for the practice.
- Strong relationship and team builder with excellent analytical, problem solving, and communication skills.
- In-depth knowledge of local ophthalmic practices and a recognized valuable asset to physicians.
- Proven record selling both capital and consumable goods in ophthalmology and incremental sales experience to the surgical and aesthetic market are desirable
- High integrity and discretion in order to protect sensitive financial information at key accounts
- High-energy, self motivated with acknowledged skills in building productive relationships, creating enthusiasm, and successfully implementing new technology
- New product launch experience is desirable
- Venture backed company or small company experience