



PROVEN PERFORMANCE IN  
GI DISEASE DIAGNOSTICS

## **Regional Business Manager- Great Lakes Territory (OH, MI, IN, WV, KY)**

### Job Summary:

The Regional Business Manager is responsible for driving sales to new and existing customers within specific geography with a goal of growing revenues. The Regional Business Manager role will report to the Sales Director.

### Job duties will include:

- Develop and implement long and short-term sales strategy for growing territory market share
- Manage and drive funnel of sales targets, utilizing a CRM tool, and ensure forecast accuracy
- Work collaboratively with distributors to optimize sales and close business
- Thoroughly understand and explain TECHLAB's key offerings and benefits
- Responsible for sales expenses weekly and monthly reports to be submitted to sales management
- Overnight travel to customer locations across multi-state territories

### Minimum requirements:

- Bachelor's degree, preferably in a science or business field
- 2-3+ years relevant sales experience, ideally in a healthcare setting
- Experience working with distribution channels is a plus
- Solid understanding of tactical sales skills (prospecting, qualifying, closing, and growing existing customers) strongly preferred in laboratory diagnostics
- Ability to manage multi-state territories and must be willing to travel 50% - 75%. In this position you will work remotely in your home office
- Must live near major airport

### Tools and Equipment:

- Experience working with personal computer, e-mail, and Microsoft Office programs, including CRM programs such as Salesforce.com

Interested candidates should send their resume to [craig@csearchgroup.com](mailto:craig@csearchgroup.com). Include the full job title, including region, in the subject line of the email.

### About TECHLAB:

TECHLAB, Inc. is a leading developer and manufacturer of infectious disease diagnostics products worldwide. Since 1989, the company has offered a quality portfolio of diagnostic tests which now includes assays for *C. difficile*, *Campylobacter*, Shiga toxin producing *E. coli*, *H. pylori*, protozoan parasites, and biomarkers of intestinal inflammation.