

## Specialty Sales Representative – Los Angeles, East Orange County, San Diego, the Inland Empire, Palm Springs and Las Vegas

Rayner is a leading developer and manufacturer of ophthalmic implants and pharmaceuticals; it specialises in intraocular lenses (IOLs) and related products used in cataract and refractive surgery. Since the development of the first IOL, Rayner has continuously pioneered IOL design with a goal to improve vision and restore sight worldwide. Today, Rayner's mission remains to deliver innovative and clinically superior ophthalmic solutions that respond to the expectations of our global customers to improve sight and quality of life for their patients.

### Why work for Rayner?

Rayner is a unique place to work with its own special culture and people, who are all driven to provide the best visual outcomes for clinicians and patients. We are driven by science to improve performance and safety, and we commit ourselves to be a great partner and to be easy to do business with. Whilst our vision drives and guides what we do, it is our culture and the way we work as well as treat ourselves plus others that form the foundation of what we do. That's why at Rayner we strive to create a workplace where we live our values every day. We invite you to join us on our exciting journey!

### Our Careers

Rayner is more than an IOL manufacturer. We have an entrepreneurial spirit that drives us to pursue our vision, supported by a dedicated team who share our beliefs – from research and development engineers to production, sales and support.

Being ambitious, focused, open, respectful and keeping our promises enable us to take on challenges that other businesses simply won't entertain, and it's those qualities we value and nurture in the people we work with. Rayner is also proud to be an equal opportunities employer.

Rayner has a broad portfolio of products across the patient pathway, including monofocal and premium Intraocular Lenses (IOLs), a full range of Ophthalmic Viscosurgical Devices (OVDs), a family of Ocular Surface Disease (OSD) solutions and RayPRO, our recently launched patient outcomes digital platform.

The Specialty Sales Representative is responsible for driving sales results by effectively deploying an Account-based selling approach and communicating the benefits of Omidria™ and Rayner's IOL portfolio to Ophthalmic Surgeons, Hospital Outpatient Surgery Centers (HOSCs) and Ambulatory Surgical Centers (ASCs) in an assigned geographic territory.

Your key responsibilities will be:

- Earn, close and pull-through Omidria business at appropriate eye (lens replacement) surgery accounts alongside promoting our IOL portfolio
- Prospect, profile and qualify accounts to be targeted; then deploy an Account-based selling approach in converting the account's key ophthalmic surgeons, and other important and appropriate personnel (HCPs and non-HCPs) to adopt Omidria
- Develop and execute a thoughtful and compliant territory business plan to gain customer adoption of Omidria
- Leverage understanding of product information to consult, influence and maintain customer relationships
- Customize discussions with customers based on understanding the customer's practice and needs
- Meet and exceed sales goals and achieve maximum sales in assigned territory
- Maintain ongoing business planning with customers in territory through effective business management for assigned territory
- Establish a positive reputation for Rayner among HCPs and other important customers
- Manage territory budget to support sales and marketing activities
- Effectively manage and prioritize time and resources to maximize sales
- Complete and adhere to all administrative duties and compliance policies and training in a timely manner

Other Requirements:

- Overnight travel may be required, will vary by territory
- Ability to attend required training programs
- Consideration for this position requires an acceptable driving record
- Dedication to full time employment (no employment or income-producing activities outside of inVentiv)
- Clearance on all pre-employment screening

Experience:

Essential

- Minimum of 5 plus years of outside sales (pharmaceutical/biotech/medical) experience, preferably with start-up or specialty pharma/device companies
- Hospital and/or Ambulatory Surgery Center (ASC) operating Room sales, with direct buy-and-bill experience
- Documented proven and consistent track record of achieving sales results in recent years

Desirable

- Ophthalmology sales experience
- Knowledge of hospital formulary process and CMS coding
- Recent experience in the geography (local market knowledge and existing relationships with targeted facilities) preferred

Please apply by sending an up-to-date CV & covering email to [recruitment@rayner.com](mailto:recruitment@rayner.com)