



Sales Analyst Manager Job Description

About RehabBoost

RehabBoost is an early stage healthcare technology start-up company headquartered in Miami, Florida. A leader in **Artificial Intelligence (AI) enabled technologies** that are transforming remote services similar to proven fitness and telemedicine companies such as Peloton and *Mirror*. RehabBoosts platform provides patients **real-time feedback** on exercise performance while providing improved compliance for institutions, physical therapists & physicians.

It's about solutions that make the journey to recovery sooner which is something patient understands instinctively – with no barriers of time or travel between them and their motivation to get better. Solutions that allow the therapist to stay in touch with their patient's daily, catching just what self-reporting might miss during their rehabilitation process.

General Description:

The Sales Analyst Manager will report directly to the Vice President of Sales Operations and will work closely with the Chief Marketing Officer and the Vice President of Sales. He/She will work closely with both the internal and external sales teams to create sales reports, and dashboards to help evaluate the company's overall performance based off the key performance indicators. He/She will collaborate with the sales leadership teams to develop and track monthly/quarterly KPIs that will critically enhance our understanding of business trends. The Analyst will be responsible for managing the company's CRM tool, and will be knowledgeable of the capabilities and functionality. The Sales Analyst will create both standard and custom reports, conduct quantitative and qualitative target company analysis, internal reporting to the CEO and sales leadership teams while managing the data integrity within the CRM.

Summary of Responsibilities:

1. Support | Develop Sales Operations Systems and Processes

- KPI/Scorecard Development and Distribution
- Maintains Monthly/Quarterly/Annual Reporting,
- Support All Sales and Marketing Teams
- Provide insight to Meeting Effectiveness/Consolidated Feedback
- Manage Pipeline Reports, Conversion Ratios, Attrition | Retention models
- Target Account Analysis/Key Contact Identification/Hierarchy

2. CRM Maintenance and Standardization of Processes

- HubSpot.com Super user | working knowledge of other marketing automation and CRM tools
- Provide internal HubSpot Training & Support to All Team Members
- Dashboard Development and Pipeline Reporting
- Support Sales Vice President's with (Account Assignments)
- Monitor and ensure Account and Contact Data Completeness with Internal & External



3. Sales Analysis

- (Industry/Performance Trends, Sub Industry Analysis, Industry Event Insight, Track Number of Calls
- Responsible for managing the 3ed Party Relationship with Definitive Healthcare

4. Effectively Track Sales Campaigns

- Provide performance updates, collaborate with leadership on trend analysis.
- Lead Generation, Nurturing, and Conversion Rates
- Ability to provide frequent updates around sales effectiveness.

Qualifications:

- Minimum of a bachelor's degree preferably in business administration, finance or economics. Master's degree is a plus.
- Five (5) + years of experience in sales analysis, predictive analytics, statistics or modeling is required.
- Proven understanding of forecast methodologies.
- Must be very organized and have excellent time management skills.
- Proficient in utilizing Microsoft Excel and PowerPoint for data analysis and presentations.
- Proficient in HubSpot CRM or similar CRM tools. Marketing Automation software experience a plus.
- Listens well and seeks input from others. Knows how to effectively communicate and sell his/her ideas at all levels.
- Strong work ethic and willingness to take initiative.
- Good attitude toward teamwork as well as the ability to work independently.
- Ability to adjust to workflow with guided leadership as well creative autonomy
- Excellent verbal and written communication skills, ability to articulate creative input.
- Excellent project management skills, effective time management skills and can work in a fast pace environment.
- Ability to prioritize projects, deliver on important deadlines, escalate issues appropriately, and keep company information confidential.