

Job Description

Role: B2B Sales Manager

The future is growing organs on demand, curing disease before the first symptom, and editing out bad genes. Acorn is unlocking all of this with the power of the human cell - your cell. We are a healthcare technology company focused on giving every human being the best chance to experience more healthy years with our easy, affordable and non-invasive live-cell collection, analysis, and cryopreservation service. We offer our services directly to consumers through both at-home and in-clinic collection sites, as well as to businesses as a part of employee benefits programs and through health clinics and pharmacies as a part of their expanded preventative healthcare offering.

The Role

Reporting into our COO, the B2B Sales Manager will focus on generating and qualifying leads in the sales pipeline. This position involves creating new leads, cold calling new potential clients, following up on client business referrals and web leads. You will also manage the leads in the pipeline by providing prospective customers/clients with information about Acorn's Employer offering, cell storage services, and provide additional literature as needed. The ideal candidate will be energetic, well-spoken, and eager to close sales.

You will communicate with prospects on a regular basis through campaigns, personalized content, responding to questions and inquiries, and liaising with Acorn's internal teams for support, tools and guidance.

We are looking for someone who can ramp up quickly and thrives in a fast-paced and demanding environment.

Our values are important to us and set the culture of our company.

- 1. Integrity first**
 - In our science, with our clients, with each other. Always.
- 2. Embrace Humanity**
 - Be kind, supportive, respectful, and inclusive. Collaborate. Be humble and grateful.
- 3. Show up**
 - Take pride in your work. Be dependable, accountable, and disciplined. Strive for excellence - and be agile. Add value.

4. **Be curious**

- Ask why. Constantly learn. Create. Innovate.

5. **Have fun**

- Enjoy life! Laugh - at yourself and with others. Be passionate about your work.

Location: Toronto / Remote work arrangements possible

What You'll Do

- Researching potential leads from business directories, web searches or digital resources
- Qualify leads from digital campaigns, conferences, references, tradeshow, etc.
- Cold Calling; making multiple outbound calls to potential clients
- Creating and maintaining a list/ database of prospects
- Presenting and delivering information to potential clients
- Developing and executing an engaging, relevant, and creative communication strategy for prospects.
- Tracking weekly, monthly and quarterly performance and sales metrics
- Maintaining a database of prospective client information by leveraging our CRM tool (Hubspot)

What You'll Need To Succeed

- 3-5 years of Business Development Experience (Initiating and scaling sales channels for an early-stage company)
- Excellent communication skills including the ability to write effective emails and engage professionally across all communication channels (phone, video, written)
- Familiar with CRM software such as Hubspot CRM
- Proven ability to build and deliver B2B sales pitch decks
- Excellent relationship-building skills
- High comfort level with making cold calls and talking to new people all-day
- Excellent presentations skills
- Ability to research prospective partners and be prepared for engaging and closing partnerships.
- Adept at effective time management; you can handle multiple projects and requests at once.
- Previous experience in outbound call center, inside sales experience or related sales experience, preferred
- Persuasive and goal-oriented
- Self-motivated and self-directed
- University degree
- Thrive on the challenge of closing a deal and winning the business.
- Able to work in a fast-paced, agile environment
- An interest or passion for science and technology, biology, or genetics.

Nice to Haves

- Experience working in an early-stage healthcare company

Why Acorn

In our lifetime, our own cells will be the key to solving some of the biggest healthcare challenges. Providing everyone with the best opportunity to live long healthy lives is important to Acorn. We're excited by the potential the future will bring. Join the Acorn team and be part of something great. Please send your c.v. to careers@acorn.me