



Title: Inside Sales Representative

Location: Marlborough, MA (preferred)

About Akoya Biosciences, Inc.

Akoya Biosciences, Inc., The Spatial Biology Company™, with offices in Menlo Park, CA and Marlborough, MA is a well-funded and emerging growth company that is developing powerful imaging tools to enable scientists and clinical researchers to gain a better understanding of complex diseases such as cancer and autoimmune disorders. Our CODEX® platform, spun out of the lab of Dr. Garry Nolan at Stanford University, enables the assessment of more than 40 protein markers in a sample and is ideally suited for biomarker discovery. Our Phenoptics™ platform, the industry standard for multiplex IF/IHC provides the assay robustness and throughput necessary for translational and clinical research required in clinical trials. Our partnerships with the academic community and our customers have resulted in a robust pipeline of future products.

Summary:

The Inside Sales Representative is responsible for the daily selling and customer activities within the North American territory. The person in this position will play a critical role in our sales effort with a primary focus on both instrument lead generation and driving reagent sales in focused accounts. Coordination and teamwork with other members of the sales team on strategies and tactics is required. The ideal candidate will effectively prospect for instrument opportunities and drive the sales process for reagents from target identification and lead qualification through to order close. A keen focus delighting our customers through the successful adoption of Akoya's workflows is a must.

Duties & Responsibilities:

- Meeting or exceeding sales targets and product specific goals for all assigned product lines
- Achieving defined metrics associated within the position-lead conversions, opportunity creation and management, etc.
- Prospecting and discover new sales opportunities
- Performing analytics to identify trends and then using this information to seize opportunities
- Maintaining compliance with Salesforce.com standards
- Utilizing consultative sales approach to ensure customer satisfaction and drive cross-selling within territory
- Growing product expertise in order to provide customers with the best solution, based upon their application requirements
- Closely coordinating and collaborating with field-based Sales Representatives, Field Application Scientists and marketing to leverage full solution offering
- Developing a working knowledge of entire Imaging product portfolio, and an understanding of scientific applications involved and end markets.
- Working with in-house Technical Support teams to resolve customer queries
- Perform other duties as assigned.



Qualifications and Requirements:

- Requires a bachelor's degree— advanced degrees are a plus but not a requirement.
- Education and/or sales experience in Pathology, Histology, Immunology preferred
- A love of the competitive fight and hunger to win business by taking business away from competitors.
- Ability to work within a Team Selling Model and engage field-based resources as necessary to advance opportunities
- Aptitude to learn new systems and retain technical information
- General knowledge of CRM systems is preferred. Salesforce.com experience is a plus (but not required – we can teach you!)
- Excellent communication skills and the ability to build relationships by telephone and through email.
- Ability to work effectively in a small organization, while influencing decisions
- Highly effective time management and organizational skills
- Exhibits a high degree of flexibility in adapting to a rapidly changing business environment.
- Ability to travel within the US as needed for required meetings (twice per year) and customer visits (typically once per quarter).