

# Account Executive

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## About PARA

**PARA** was founded in 1985 to provide financial, coding, accounts receivable recovery and contract management consulting services to hospitals. Over the last thirty-two years, our services have resulted in significant financial improvement to hospitals and hospital systems across the country. **PARA** has improved revenues and reimbursements at hospitals that range in size from \$10 million in annual gross operating revenue to over \$2 billion.

## About the role:

**PARA** is looking for an Account Executive to focus on the Healthcare and Hospital industry as part of the Sales Team. As a key member of the Sales Team, the Account Executive will be responsible for identifying and penetrating major Healthcare & Hospital customers within an assigned territory. The Account Executive must be able to navigate through large, complex organizations positioning PARA's products, software, services and training as a best of breed value-based solution.

## What you'll be doing:

- Managing sales activities to exceed assigned revenue objectives.
- Providing tactical and strategic plans with specific measurable time frames to penetrate an account.
- Collaborate with Sales Team to generate additional revenue from existing client base.
- Prospect (cold calling, following up on leads, completing RFP's etc.) into new accounts to establish relationships.
- Executing aggressively on the plan to position PARA as value-based solution for the revenue cycle process
- Becoming a "trusted business advisor" and establish Executive relationships at senior levels within client accounts.
- Differentiating PARA's solution by positioning financial services.
- Provide and or coordinate appropriate resources such as online demonstrations and proposals when needed to educate clients and advance sales cycles.
- Build and maintain an accurate pipeline and timely sales forecasts to management.
- Identifying internal teams, providing direction and leadership in each sales engagement.
- Develop a deep understanding of customer industry trends.

## What we'll want you to have:

- 5+ years of experience in positioning and selling revenue cycle management large solutions within the Healthcare and Hospital vertical.
- Experience selling healthcare revenue cycle management (RCM) background, is preferred.
- Knowledge and experience working within a solution-selling or consultative selling methodology.
- Experience selling/navigating a complex sale.
- Strong focus on acquiring new business.
- A proven track record of consistent over quota achievement within a solutions software vendor.
- Entrepreneurial drive and work ethic.
- Bachelor's degree or equivalent work experience required.
- Healthcare software sales experience is a plus