



REHABILITATION SALES SPECIALIST

About MEDability

MEDability Healthcare Solutions provides home medical rehab and mobility products and services. Specializing in helping clients and healthcare professionals find the equipment they need to address functional and mobility needs, our sales primarily come from walk-in customers, with some outside sales generated through prescriptions by local Occupational Therapists.

Position Overview

Reporting to the General Manager, the Rehabilitation Sales Specialist will build and strengthen relationships with healthcare facilities, including nursing homes, special care homes, and hospitals, to expand market share and drive sales growth in the rehab equipment industry. With a background in rehab equipment and a talent for connecting with occupational therapists in the Greater Toronto and surrounding areas, the ideal candidate is motivated by making a lasting impact on patient care. Success in this role requires strong sales skills, industry expertise, and a commitment to supporting client needs through meaningful connections with healthcare professionals.

Key Responsibilities

- Develop and manage relationships with healthcare facilities, including nursing homes, special care homes, hospitals, and rehabilitation centers, to drive sales and expand market share in the rehab equipment sector.
- Engage with occupational therapists, physiotherapists, and other healthcare professionals to understand their needs and recommend suitable products and solutions.
- Conduct product presentations, demonstrations, and training sessions for healthcare providers to highlight the features and benefits of our rehabilitation and mobility equipment.
- Identify and pursue new business opportunities within the Greater Toronto Area and surrounding regions to grow the customer base.
- Collaborate with healthcare professionals to ensure the delivery of tailored solutions that enhance patient care and meet specific functional and mobility needs.
- Manage accounts effectively by following up with clients, addressing inquiries, and providing ongoing support to maintain strong, long-term relationships.
- Stay updated on industry trends, competitor activities, and product innovations to better meet the needs of clients and support company goals.

- Meet or exceed sales targets by implementing effective sales strategies and maintaining a robust sales pipeline.
- Prepare regular sales reports and forecasts to track progress and provide insights into market developments.
- Participate in industry events, conferences, and trade shows to network, represent the company, and increase brand visibility.
- Travel when required.

Qualifications

- Post-secondary degree or diploma in Rehabilitation Sciences, Kinesiology, Sports Medicine, Physical Therapy, or a related field, or equivalent professional experience in sales within the healthcare industry.
- Proven track record in sales within the rehabilitation or medical equipment sector, with knowledge of mobility and rehab products highly preferred.
- Strong ability to build and maintain relationships with healthcare professionals, including occupational therapists, physiotherapists, and facility managers.
- Excellent communication, negotiation, and presentation skills, with the ability to clearly convey product benefits to meet client and patient needs.
- Demonstrated empathy and active listening skills to understand and respond to the needs of clients and healthcare providers.
- Highly organized with strong time management skills, capable of managing multiple accounts and prioritizing tasks effectively.
- Goal-oriented, self-motivated, and resilient, with a passion for achieving targets and expanding market presence.
- Ability to adapt and succeed in a fast-paced, evolving industry.
- Basic mechanical aptitude with the ability to work with tools.
- Basic understanding of product mechanics and functionality is an asset.
- Willingness to travel as needed.

Salary and Benefits

- \$50,000 base salary plus commission and bonus incentives.
- Comprehensive benefits package, including medical health and dental, and paid time off.
- Company provided vehicle, laptop and mobile phone.
- Flexible schedule.
- Opportunities for professional development, industry certification, and advancement within the company.
- Company-provided resources and support to help you succeed in your role.
- Dynamic and collaborative work environment with a focus on innovation, excellence, and patient-centred solutions.