Sales Representative

Medical Device Sales | Field-Based

About EnteroTrack

EnteroTrack is a rapidly growing diagnostic startup building a new standard of care for monitoring eosinophilic esophagitis (EoE) and other upper GI diseases. The company's Esophageal String Test (EST) is a non-endoscopic, in-office test for monitoring EoE, with Medicare coverage and growing adoption across leading clinical centers. This is an opportunity to join an early commercial team helping build a new category in GI and allergy testing.

About the Role

EnteroTrack is seeking a high-potential Sales Representative to build and grow a defined geography. This is a true territory-development role: you will prospect for new accounts, earn access to clinicians, convert opportunities into first patients, and then grow those accounts into consistent users of EST.

We are open to strong sellers from medical, pharmaceutical, diagnostic, or high-activity B2B prospecting backgrounds. The common denominator is a track record of results, comfort creating opportunities from scratch, and the ability to quickly learn the clinical, reimbursement, and workflow details needed to sell effectively in healthcare.

Why This Opportunity

- **Breakthrough technology:** Represent a differentiated, non-endoscopic test addressing an important unmet need in EoE monitoring.
- **Build, don't inherit:** Own a geography with meaningful whitespace and the autonomy to create your market.
- **Visible impact:** Your prospecting, account launches, and account growth directly influence company performance.
- **Strong development:** Receive hands-on clinical, reimbursement, workflow, and field-sales training from commercial leadership.
- **Defined growth path:** Opportunity to grow with a high momentum company at an early inflection point, gaining experience that is highly valued in diagnostics and MedTech.

What You'll Do

- **Prospect consistently** to identify high-potential Allergy and GI accounts and build a healthy territory pipeline.
- **Open new accounts** from initial outreach and qualification through provider education, clinic onboarding, and first completed patients.
- **Develop active accounts** by expanding ordering clinicians, driving repeat utilization, and identifying barriers that limit test volume.
- **Learn and communicate the clinical value of EST** while navigating reimbursement questions and clinic workflow considerations with confidence.

- **Support implementation** including in-clinic training, workflow design, product administration education, and early patient coordination.
- **Own your territory plan** including routing, prioritization, follow-up, CRM discipline, and use of performance data to focus your effort.
- **Partner with leadership** to refine targeting, messaging, and the commercial playbook based on what you learn in the field.

What Success Looks Like

- **Consistent new-account creation** through disciplined prospecting and follow-through.
- **Repeat account growth** rather than one-time wins—new clinics become active, sustainable users of EST.
- **Strong territory ownership:** you know your targets, your pipeline, your next steps, and where to spend your time.
- **Fast learning and adaptability** across the clinical story, reimbursement, clinic workflow, and a rapidly evolving startup environment.
- **Coachability with execution:** you seek feedback, apply it quickly, and demonstrate measurable improvement.

Qualifications

- **2–5 years of relevant quota-carrying sales experience** with demonstrated results in quota attainment, revenue growth, account growth, or similar performance metrics.
- **Proven prospecting ability:** you can provide examples of creating opportunities rather than relying only on an established book of business.
- **Demonstrated account-development skills** including growing repeat business after the initial sale.
- **Ability to learn complex information** and translate clinical value, reimbursement, and workflow into a clear customer conversation.
- **Self-motivated, competitive, and execution-oriented;** comfortable owning a number and building from zero.
- **Strong communication and relationship-building skills** with the confidence to work with physicians, nurses, administrators, and office staff.
- **Comfort operating in an early-stage company** where processes, tools, and territory strategies will continue to evolve.
- **Willingness to travel within the assigned territory.**

Preferred, Not Required

- 1–2+ years of medical, pharmaceutical, diagnostic, lab, or device sales experience.
- Existing Allergy or Gastroenterology relationships.

- Familiarity with healthcare reimbursement or selling into physician-office workflows.
- Success launching or building a new territory.
- Prior military or clinical experience (including RN experience).