

## AREA SALES MANAGER - MEDICAL EQUIPMENT SALES - 45K Pounds

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Leading medical device company that continually improves and maximises long-term value through lifetime partnerships with customers is actively recruiting a talented area sales manager to cover their SCANDINAVIAN territory.

Reporting to the Sales Manager Northern Europe, the role of Area Sales Manager is primarily responsible for delivering profitable sales in line with agreed targets. The client has ambitious growth targets and the Area Sales Manager shall be motivated to expand sales within the assigned territory.

### Main duties:

- Ensure that sales targets for the designated territory and product portfolio are met.
- Plan area visits ensuring maximum use of time is made.
- Build and maintain effective relationships through regular customer site visits.
- Establish the need for and sell the designated range of products in line with company policy to existing and potential customers.
- Ensure sales are maximised utilising a high standard of product knowledge and professional selling skills.
- Ensure that the Sales Team Operating Procedure is adhered to at all times.
- Ensure that constant awareness of activity in the territory is maintained.
- Maintain a detailed knowledge of all developments, trends and supply market information on a regular basis.
- Ensure that customers are kept up to date on all technical developments.
- Generate new business leads, seeking out opportunities within existing customers and by expanding new areas within the assigned territory.
- Maximise sales opportunities by visiting, understanding and addressing the customer needs through products and services.
- Liaise with Customer Service, Sales Administration and Marketing Departments on a regular basis.
- Deliver ongoing forecasting and monthly reports as required.
- Deliver reports on competitor activity as required.
- Maintain regular contact with all Area Sales Managers to establish team rapport and to understand varying requirements and new developments in each territory.
- Undertake special projects as assigned by the UK Sales Manager.
- Manage pricing agreements with customers, reviewing and revising them on an ongoing basis as necessary.
- Liaise with UK Sales Manager to ensure pricing details are correct and within own agreed level of authority
- Act in a professional manner at all times in order to promote a positive image of the Company.
- Attend and promote the Company and its products at trade exhibitions or similar.
- Assist the Marketing Department with new product launches as required.

### Qualification/Experience/Skill

- Educated to degree standard or equivalent
- Trained in Professional Selling Skills

- Experience of sales to hospitals and private markets and able to demonstrate consistent achievement of targets
- Experience of creating and implementing presentations
- Able to undertake regular travel on behalf of the company. Must have a full driving license
- Fluent in English (Scandinavian languages would also be preferable)

UNFORTUNATELY DUE TO THE HIGH NUMBER OF CVS COMMONLY RECEIVED WE ARE ONLY ABLE TO RESPOND TO SUCCESSFUL CANDIDATES.