

INTERNAL VACANCY

Job title : Sales Manager, RoW (Rest of World), Primerdesign Ltd

Location: Southampton and Field Based

Closing date : Friday 2 April 2018

Job Summary

Reporting to the MD Primerdesign Ltd, this role is responsible for International Primerdesign sales covering the Rest of the World (RoW) region. This region covers all geographies, with the exception of UK & Ireland. The role will include managing the Primerdesign RoW sales team, active distributor management, working within the Primerdesign Strategic Management team and identifying new sales opportunities for the region.

As Sales Manager, your people management and negotiation skills with distributors are key, you will be expected to identify and create unique agreements internationally, identify the most profitable markets, develop strategies to enter them and ensure that you are gaining the highest amount of revenue for the business

Main duties and responsibilities

- Leading the creation of a sales strategy in order to identify the right markets with the right blend of channel management i.e. Direct versus Distributors sales, deliver budgeted sales, drive the sales pipeline and ensure revenue growth
- Development of the direct sales team, with focus on delivering profitable sales growth and exceeding sales objectives
- Developing the channel management strategies in key geographies, utilising both direct and distributor sales channels, as appropriate. Making recommendations and implementing decisions regarding when to appoint direct sales resources in a territory and when to use distribution partners
- Active management of Distributors, through the appointment and releasing of distributors based on their performance
- Ensure valid contracts are in place with partners
- Work with Marketing to develop materials to competitively position the products in chosen markets
- Work with after-sales to ensuring maximum support for customers and distributors
- Working with marketing, regulatory, customer care, product support and R&D teams to manage new product launches and new market entry
- Provide market demand forecasting to operations for effective production and product planning
- Ensure that the company is represented correctly in tender and quotation processes
- Ensure visibility around terms, pricing and discounts, ensuring prices are agreed with distributors and end users and the organisation is aware of these agreements
- Actively support Distributors and partners in the field, at conferences, training events and sales meetings

Qualifications and experience required

- Degree level qualification or equivalent in Life Sciences and/or Diagnostics
- Strong experience in international distributor management with a proven track record in achieving profitable sales growth
- People management experience and a proven track record in developing sales and marketing organisations, with a demonstrable track record in delivering sustainable sales growth
- Strong knowledge or understanding of the Diagnostic, Life Science and Research markets
- Able to demonstrate a track record in devising and executing a channel management strategy
- Strong leadership and communication skills with proven influencing and negotiating skills

Other requirements

- Willingness to travel extensively throughout the Region
- Cultural awareness and outstanding interpersonal skills
- Able to make decision independently when required and self-motivated and driven

Hours of Work	37.5 hours per week
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For further information please contact Paul Eros, paul.eros@primerdesign.co.uk, or to apply for this vacancy please e-mail Wendy Karban, Group HR Manager, wendy.karban@novacyt.co.uk