

# VACANCY

**Job title :** Head of Northern Europe Sales

**Location:** Field based in region

## **Job Summary**

Reporting into the Global Head of Sales for Primer Design, you will be responsible for driving sales activities within the Northern Europe region including UK and Ireland and Nordic as direct sales channels. The role will also include active distributor management, active management of direct sales in key accounts and working with OEM partners in the region.

As Head of Northern Europe Sales leadership and active management of direct sales individuals is a key skill for the role. You will also be expected to identify and drive sales opportunity, identify the most profitable markets, develop strategies 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 & tactics in order drive the sales pipeline and ensure revenue growth across the PD portfolio
- Active management of direct sales force – motivating, guiding and field coaching
- Effectively planning, analysing and managing performance by territory, also with Distributors, Key Accounts and OEM partners (understanding of 4Ps)
- Work with Marketing to develop materials to competitively position the products in chosen markets
- Work with after-sales to ensuring maximum support for customer base
- Work with regulatory, after-sales and R&D teams to manage new product launches and new markets
- Work with Customer Services/Sales order management to ensure timely and accurate delivery
- Ensure visibility around terms, pricing and discounts, ensuring prices are agreed with customers, key accounts and OEM partners
- Supply forecasts and outlooks as and when required.

## **Qualifications and experience required**

- Degree level qualification or equivalent in Life Sciences or Diagnostics.
- Strong leadership skills
- Strong experience in UK & Ireland sales with a proven track record in achieving profitable sales growth.
- Good understanding of the Healthcare, Applied Testing, Clinical Diagnostic markets
- Experience of working with distributors in UK & Ireland
- Experience of selling to and managing Key Accounts.
- Strong negotiation and communication skills
- Strong team player.



**Main duties and responsibilities**

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

Hours of Work	37.5 hours per week
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For further information or to apply for this vacancy please e-mail Kay Campbell, HR  
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