

VACANCY

Job title : European Sales Manager

Location: Field Based

Closing date : 28 February 2020

Job Summary

Reporting into the Sales Director, Microgen Bioproducts & Lab21 Healthcare Ltd. you will be responsible for all European Microgen Bioproduct & Lab21 Healthcare Ltd. sales activities. The role will include active distributor management, managing direct sales activity in key accounts and OEM partners and working with the Business Development Manager securing new B2B/OEM partners within the European region.

As European Sales Manager, your negotiation skills with distributors, OEM partners and key accounts are key. You will be expected to identify and create agreements, 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 & tactics in order to identify the right markets with the right distributors to deliver budgeted sales, drive the sales pipeline and ensure revenue growth
- Active management of Distributors, through the appointment and releasing based on their performance.
- Ensure valid contracts are in place with partners.
- Effectively planning, analysing and managing performance of key channel relationships, 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 Distributors and OEM partners
- Work with regulatory, after-sales and R&D teams to manage new product launches and new markets
- Ensure visibility around terms, pricing and discounts, ensuring prices are agreed with distributors, key accounts and OEM partners and the internal organisation is aware of these agreements
- Provide accurate, timely reports and forecasts to Sales Director and Management
- Actively support Distributors and OEM partners in the field, at conferences, training events and sales meetings with sales and technical assistance.

Qualifications and experience required

- Degree level qualification or equivalent in Life Sciences or Diagnostics.
- Strong experience in European market distributor sales management with a proven track record in achieving profitable sales growth.
- Good understanding of the Healthcare and Food Diagnostic markets
- Demonstrating a track record in devising and executing a channel management strategy
- Experience of working with distributors in European markets.
- Experience of selling to and managing Key Accounts in European markets.
- Strong negotiation and communication skills
- Strong team player

Other requirements

- Willingness to travel extensively throughout the Region
- Cultural awareness
- Outstanding interpersonal skills
- European language skills an advantage for role
- Able to make decision independently when required
- Self-motivated and driven
- Valid UK Driving License

Please ensure that you notify your current manager that you are applying for an Internal position.

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| 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 kay.campbell@novacyt.com