

JOB PROFILE: Product Specialist – Asia Pacific

INCUMBENT'S NAME	
JOB TITLE	Product Specialist – Asia Pacific
BUSINESS UNIT	Sales & Marketing
LOCATION	China Office / Field Based – with travel across the territory
REPORTING LINE	General Manager Asia Pacific
OBJECTIVES / PURPOSE OF JOB	<p>To sell and promote multiphoton and electrophysiology systems by carrying out product demonstrations, attending workshops and exhibitions and participating in Sales calls or sales visits to distributors and customer sites.</p> <p>To work with distributors to uncover, progress and close new sale opportunities.</p> <p>To provide Technical and Applications support to our customers for all Scientifica Systems both on site and remotely.</p> <p>To contribute towards the achievement of a sales target in the assigned territories, and assistance with others when needed.</p>
KEY ACTIVITIES / RESPONSIBILITIES	<ul style="list-style-type: none"> • Develop and execute a sales plan for Scientifica products to ensure sales and margin target are met or exceeded in your designated territory • Work together with distributors to uncover new sales opportunities, manage opportunities in a timely manner • Carry out technical support and troubleshooting for customers both on site and through remote access software • Offer support and advice to customers carrying out high end imaging applications • Maintain effective customer relationships, consulting with prominent life scientists by phone, email and in person to advise them on the best solution on their application • Maintain effective distributor relationships, support distributors to follow up sales opportunities and close sales • Carry out training for customers and distributors on site or remotely • When required support specific installations to ensure that customer expectations/tailored requirements are met • Work to and achieve key performance indicators, including sales performance, call planning, progress sales, uncover leads and give sales support • Act in line with our company values: Trust, Customer Focused, Innovative, Passionate, Quality, Flexibility, Teamwork • Travel within Asia to carry out all sales related business activities • Travel to our UK headquarters for sales and product training

KEY PERFORMANCE INDICATORS	Based on annual performance objectives
KEY RELATIONSHIPS	<p>Internal:</p> <ul style="list-style-type: none"> • Sales department • Marketing department • Installation team • Engineering/R&D department • Production Operations <p>External:</p> <ul style="list-style-type: none"> • Customers • Distributors • Suppliers

CANDIDATE PROFILE:

QUALIFICATIONS / TRAINING	Life science degree as a minimum; Master or PhD level would be beneficial.
EXPERIENCE REQUIRED	<p>Essential:</p> <ul style="list-style-type: none"> • Ideally you will have been utilising /operating advanced multiphoton imaging systems • Proven expertise in optical imaging and advanced fluorescence microscopy • Excellent knowledge of neuroscience techniques, including electrophysiology • Fluent Chinese speaker, with excellent communication skills, good English reading, writing and speaking skills <p>Beneficial:</p> <ul style="list-style-type: none"> • Field based sales experience • In-depth knowledge of imaging techniques and their applications • Hands on experience with building laser scanning microscopes
COMPETENCIES	<ul style="list-style-type: none"> • Demonstrable understanding of the sales process • Highly motivated • Keen to work in an interdisciplinary field • Ability to quickly learn new and technical subjects/information • Relationship building skills • Target driven • Team focused • Willing to travel • Ability to present complex, technical information to a range of audiences

EMPLOYEE'S ACCEPTANCE

I, [Employee name], agree to accept the Job Description is a guide only and will be periodically reviewed due to the evolving nature of the business. I understand I will be required to take on other tasks and responsibilities from time to time depending on the business needs for this role.

Signed Date