

JOB PROFILE: Product Specialist US

INCUMBENT'S NAME	
JOB TITLE	Product Specialist US
BUSINESS UNIT	Sales
LOCATION	Flexible – US HQ / Field Based (with travel)
REPORTS TO	Sales Manager – North America
OBJECTIVES / PURPOSE OF JOB	<p>To uncover, progress and close new sales opportunities, selling Scientifica products into the academic and pharmaceutical market</p> <p>To contribute towards the achievement of the overall sales team target</p> <p>To successfully carry out effective management of a sales territory</p>
KEY ACTIVITIES / RESPONSIBILITIES	<ul style="list-style-type: none"> • Develop and execute a sales plan for Scientifica products to ensure sales and margin targets are met or exceeded in your designated territory • Manage the end to end sales process – including consulting, making recommendations, providing technical quotations, closing sale • Maintain effective customer relationships • Consulting with prominent life scientists by phone, email and in person to advise them on the best solution for their application • Attendance at life science exhibitions, workshops and conferences to promote and market the range of products • Keep abreast of competitor activity and market trends • Work to and achieve key performance indicators, including: • Some travel nationally and internationally will be required. An average of 2 days per week on territory is expected • Act in line with our company values: Trust, Customer Focused, Innovative, Passionate, Quality, Flexible, Teamwork
KEY PERFORMANCE INDICATORS	<ul style="list-style-type: none"> • Sales performance • Call planning • Progress sales • Uncover leads • Closing sales • CRM management – records updated as required within deadlines

CANDIDATE PROFILE:

QUALIFICATIONS / TRAINING	Life science degree (Neuroscience would be extremely beneficial)
EXPERIENCE REQUIRED	<ul style="list-style-type: none"> • Expertise in microscopy and electrophysiology techniques • Good understanding of neuroscience techniques including electrophysiology and multiphoton imaging • Field Based Sales experience would be desirable • Experience with tender processes would be of benefit
COMPETENCIES	<ul style="list-style-type: none"> • Hands on ability to use / build / demonstrate equipment • Ability to quickly learn new and technical subjects / information being able to retain and use this is critical to success • Demonstrable understanding of the sales process • Confident and willing to overcome setbacks • Communication skills: written and verbal, technical • Highly motivated • Relationship building skills • Target driven • Team focused • Willing to travel • Flexible approach to working • Languages would be an advantage

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