

JOB PROFILE: Senior Product Specialist (US)

INCUMBENT'S NAME	
JOB TITLE	Senior Product Specialist
BUSINESS UNIT	Sales
LOCATION	North America
REPORTS TO	Sales Manager – US
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 a sales target in the assigned territories, and assistance with other when needed.</p> <p>To support the Sales Manager – US by mentoring junior members of the team with product and technical knowledge and sales skills.</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 a selection of opportunities in a timely manner; uncovering new sales opportunities and working towards a team sales target • Increase sales staff accomplishments and competence by answering technical questions for less experienced team members; teaching improved processes; mentoring team members (Product Associates and Product Specialists) by assisting them on sales visits and presentations when needed • Monitor competition activity by gathering current market information on pricing, products and new products • Have an advanced understanding of applications for equipment provided by Scientifica and 3rd Party Products which can be shared with other team members. • Be a key resource in the team for product and application knowledge. • 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 • Work to and achieve key performance indicators, including sales performance, call planning, progress sales, uncover leads and give sales support • Travel 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	Based on annual performance objectives

CANDIDATE PROFILE:

QUALIFICATIONS / TRAINING	Life Science Degree as a minimum; Masters or PhD level would be beneficial
EXPERIENCE REQUIRED	<ul style="list-style-type: none"> • Field Based Sales experience is a must • Proven expertise in optical imaging and microscopy • Excellent knowledge of neuroscience techniques, including electrophysiology
COMPETENCIES	<ul style="list-style-type: none"> • Demonstrable understanding of the sales process • Hands on ability to use / build / demonstrate equipment • Ability to quickly learn new and technical subjects / information • Confident and willing to overcome setbacks • Communication skills: written and verbal, technical • Highly motivated • Relationship building skills • Able to mentor and develop junior team members • Target driven • Team focused • Willing to travel • Flexible approach to working

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