

POSITION DESCRIPTION – TERRITORY SALES REPRESENTATIVE

Position Title	Territory Sales Representative
Division	AxisHealth
Department / Location	New Zealand Wide- Wellington Based
Reporting To	NZ Business Manager
Direct reports	NIL
Employment Status	Full Time

All terms and conditions of the Company Policies and Procedures apply to this position.

Overall Purpose

The Territory Manager is responsible for the revenue plan attainment in the line of business within his/her assigned area. The Territory Manager facilitates product and services sales to end user customers, ensures customer support and satisfaction pre and post sales, coordinates and manages congresses and seminars in his/her region, maintains good relationships with KOLs, key account personnel and prospects for new business opportunities. The Territory Manager is the interface into his/her sales territory for all sales, customer training, service support, identification and report of quality, customer complaints and incidents.

Key Accountabilities *(in order of priority)*

Execute Business Strategy within the assigned territory to, at least, attain the revenue plan for each assigned market segment:

- To represent Axis Health and their Product portfolio to all new and existing customers
- To increase sales by detailing the product line to the customers in Day Surgeries, Clinics and Hospitals
- To generate market share and market share growth for top 10 products in designated territory
- To plan sales calls and follow up meetings with customers to ensure superior support
- Monthly plan in conjunction with a Quarterly objective report to be submitted to Line Manager
- Professional territory management through utilization of time and resources with excellent planning
- Follow all established Company and Territory Sales Policies
- Weekly Maintenance of CRM
- Other ad hoc duties as requested
- Identify sales opportunities, develop/implement strategies and close sales
- Actively monitor and report competitive activity, anticipate competitive counter strategies, develop effective counter measures
- Preparation of effective and timely quotations, tender submissions and offers
- 65% priority of time

Participate in business planning for your defined territory:

- Manage market management systems (SAP, installed base, quotes, customer lists, etc.)
- Analyse, evaluate and report critical business issues
- Identify and anticipate underperformance and develop PoA and countermeasures to bridge any gap
- 15% priority of time

Drive dedicated defined sales activities for allocated territory:

- Drive local product related activities
- With manager define installed base programs and implement same
- Trigger territory PoA

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- Facilitate training of territory customers/end users
- Support of external events and exhibitions in cooperation with Management
- 10% priority of time

Analyse Funnel and Sales activities;

- Use business systems and reports to review territory performance
 - Monitor local sales activities according to PoA
 - Monitor customer feedback
 - Support mid and long term product strategy
 - Develop key account management strategies
 - Develop and recommend strategic deals and tactics
 - 10% priority of time
- Use structured sales techniques to achieve sales targets and increased market share
 - Build trusted relationships with your customers through ongoing product support and training
 - Learn about new products that you will introduce to customers as they are added to your portfolio
 - Work with customers to truly understand their needs and provide clear and logical solutions
 - Through relationships and networks, maintain a high level of market intelligence
 - Develop a Territory Business Plan for existing accounts and targeted new accounts
 - Maintain records of activity and results using Salesforce CRM
 - Actively participate in regular meetings of the Business Development team
 - Monitor and report on competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques,
 - Recommend changes in products, service, and policy by evaluating results and competitive developments.
 - Resolve customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.

Key Relationships

Internal: Staff from Management, Sales, Customer Service, Warehouse and Logistics

External: Customers, Vendor Partners, Suppliers

Authority

As specified within the Approval Delegations and Authorities and as delegated from time to time.

Safe Practice and the Environment

- Be well acquainted with the Cabrini Technology Group ISO9001 Certified Quality Manual, Policies and Online Quality Management System.
- Comply Company and Regulatory Occupational Health and Safety policies and standards as well as any subsequent procedures and instructions.
- Take responsibility to ensure that yourself, other staff, contractors and visitors do not place at risk the health, safety or well-being of yourself or others in the workplace
- Ensure objectives OF Health and Safety policies are integrated into work practices.
- Consults staff on workplace health and safety matters which may affect them and ensure communication of Health and Safety issues are promoted as a normal component of work.
- Arrange adequate training, information, instruction and supervision so that work is conducted safety.
- Makes all contractors and visitors aware of safety procedures.

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- Takes immediate and appropriate steps to report, investigate and rectify any risks to health and safety and report promptly relevant health and safety issues.
- Ensures all accidents and near misses are properly reported and recorded and investigations are carried out.
- Maintains at all times safe access to and egress from the workplace.
- Is familiar with emergency and evacuation procedures and co-operate with directions from emergency or evacuation wardens and professionals.

Quality

- Be well acquainted with the Cabrini Technology Group ISO9001 Certified Quality Manual, Policies and Online Quality Management System.
- Ensure that all activities undertaken are consistent with the Quality Policies

Cabrini Mission, Values, Vision and Behaviour

- Work and act in a way consistent with Cabrini Health’s Mission, Values and Vision
- Ensure behaviour is in line with the Cabrini Health “Behaviours that Matter”

Qualifications & Experience

Qualifications

- Tertiary qualification in Business / Science / Nursing

Experience and Attributes

- Strong communication skills both written and verbal
- Strong attention to detail
- Ability to handle confidential information
- Effective time management skills
- Ability to prioritise in a busy environment
- Flexibility in regards to working hours
- Minimum 3 years of clinical working experience (essential)
- Minimum 3 years of job related working experience in medical device and/or pharmaceutical industry (essential)
- Project management experience
- Applicants must be highly computer literate (essential)
- Proficient in Microsoft Office (essential)
- SAP Experience (desirable)

Approval

The above statements are intended to describe the general nature and level of work being performed by the incumbent of this role. This document may be revised or updated at any time in line with role, and / or organisational changes. Any such changes will be communicated with the appointed person.

I certify that this position description is an accurate description of the responsibilities assigned to the role.

Line Managers Signature & Print Name

Date

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Position Holders Signature & Print Name

Date