## JOB PROFILE: Territory Manager

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| **INCUMBENT’S NAME** |  |
| **JOB TITLE** | Territory Manager  |
| **BUSINESS UNIT** | Commercial  |
| **LOCATION** | 1. East Anglia 2) Central & South West 3) Greater London (Junior Territory Manager) 4) Southwest Germany 5) Northeast Germany
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| **REPORTS TO** | Sales Manager |
| **OBJECTIVES****PURPOSE OF JOB** | Working with NHS Trusts and Private Hospitals to promote and drive the sales of both Surgical and Pharmaceutical products, in addition to promote premium IOL growth across the assigned Territory. Engaging with Clinicians, Procurement, Pharmacists, Clinical Leads and Theatre staff to promote and drive the sales of the Rayner Portfolio. |
| **KEY ACTIVITIES/****ACCOUNTABILITIES** | * Grow IOL business across the territory (Premium and Monofocal)
* Maintain existing accounts and relationships, grow existing business where possible
* Manage, maintain and grow pharmaceutical business within territory accounts
* Develop and deliver professional presentations to a range of audiences
* Building and maintaining key surgeon relationships across territory
* Use existing frameworks to grow and maintain IOL business
* Work in partnership with Regional Sales Managers to gain placement onto private group frameworks
* To develop relationships within private accounts and with surgeons on the territory
* Engage and proactively communicate with the corporate services i.e. finance, marketing and business development.
* Analyse own business sales performance (units and profits) and identify gaps and potential risks and create opportunities/mitigation plans
* Responsible for planning own time appropriately to maximise business performance
* Required to develop quarterly regional sales and performance plans from market intelligence gathered
* Planning client sales presentations and educational seminars that may influence purchasing decisions
* Use own initiative to understand competitor sales processes and ensure that the business is responding proactively to any potential threats
* Work collaboratively with colleagues sharing market intelligence that may influence other regions
* Responsible for managing resources appropriately i.e. materials, travel costs and other sundries
* To be accountable for the financial performance of the agreed Territory
* Able to use customer relationship management (CRM) system and undertake appropriate administration to demonstrate performance.
* Credible and confident use of office applications i.e. word, excel and power point.
* Undertake local market research with support from the marketing team and engage with the business development team to identify emerging opportunities.
* Autonomous worker responsible for a specific region. Taking delegated responsibility for finance, sales, performance and business development.
* At all times, be aware of and work to the requirements of the Company’s policies and directions on Health and Safety.
* Act in line with our Company Values.
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## CANDIDATE PROFILE:

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| **QUALIFICATIONS/ TRAINING** |  |
| **EXPERIENCE***(E.g. health care industry, multinational company, what level/types of roles etc.)* | * Highly conscientious and motived, you will need to have a flexible approach, a ‘can do attitude’, lots of energy and a mind-set that will complement our demanding sales environment.
* Be competent at working within all levels of NHS Sales Cycle and driven to motivate and support new Territory Manager
* You will work as part of a team, but can also work to own initiative
* Communicate effectively and positively with customers, internal staff and external staff.
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| **COMPETENCIES**(knowledge, skills and attributes – including language requirements, ability to travel, etc) | * Educated to degree level
* Extensive experience in Ophthalmology and Secondary care Sector
* Communication, persuading, negotiating and influencing skills
* Strong analytical skills including the ability to interpret and present data, and use this to inform business decisions
* A tenacious approach
* Strong business acumen and commercial awareness
* Ability to work autonomously and on own initiative
* Organised approach
* Strong IT skills, including Word & Excel
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