

JOB DESCRIPTION – AREA SALES MANAGER

Purpose of the role

Responsible for driving sales of Surehab clinical services through promotion of prosthetic, orthotic products, and services to HCPs in the designated sales territory.

Drive awareness and adoption through promotional activities in the designated territory/accounts.

Also be responsible for primary sales of O&P online products involving bracing and support, prosthetic and orthotic components, materials and consumables through managing and expanding the distributor network.

This role reports to Sales Manager

Accountabilities

Strategic Imperatives

Retain & Grow the yield of Prescribers of Surehab (HCPs)

Grow the prescriber base of Surehab Clinical Services

Grow the Active Distributor Network of O&P online

Planning

Monthly account wise planning of secondary sales leading to primary sales for their territory accounts

Weekly planning for coverage and calls

Monthly and quarterly sales forecast for defined territory

Quarterly activity planning – brand building and customer engagement

Execution

Drives adherence to Sales Force KPIs, call average, customer coverage, working days, lead trackers, secondary sales, and product demonstrations

Implementation of Marketing strategy and activities

Identify and drive business development initiatives in the current new accounts including training and education of distributors

Ensure speedy and adequate availability of products in key accounts

Competition & Market Mapping

Track and gather market data, number of indicated surgeries, gather, and analyze competitor activities

Key metrics

Financial

Achievement of monthly secondary sales target for Surehab clinic services and primary sales target for O&P online

Non-Financial

Alignment to quarterly activity plan

Adherence to marketing strategy

Adherence to developmental plan and training calendars

JOB DESCRIPTION – AREA SALES MANAGER

Key competencies

Behavioral

Strive for Results
Commit to Customers
Act for Change
Cooperate Transversally

Functional

Consultative Selling skills
Product therapy competitor knowledge
Strategic key account management
Network Collaboration
Work with marketing team to drive execution of campaigns and activations

Key collaborators

Regional Head
Sales Manager
Marketing Team

Owns

Territory Performance
Account planning & performance
Activity planning & execution
KOL and KBL engagement
Learning and Development

Minimum Educational Qualification

Graduate in any stream (preferably science)

Relevant Work Experience

Minimum years of experience – Minimum of 3 years in pharmaceutical / hospital & clinic/ medical devices/ diagnostics services