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| <b>Job Title:</b> | Product Specialist - Ophthalmics |
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| <b>Department/<br/>Business Unit:</b> | Ophthalmics | <b>Reports to:</b> | Country Manager |
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### Job Purpose

- To manage a specified sales territory in order to achieve maximum profitability and growth in accordance with strategic direction and Values;
- To achieve budgetary forecast through a high standard of sales activity and customer engagement.

### Reporting/Working Relationships

- Reports to the Country Manager

### Key Responsibilities

- Achieve sales targets and deliver KPI's;
- Consistently develop and grow the territory through engagement with existing and new customers;
- Manage key accounts and targeted customers;
- Understand customers objectives, buying criteria and decision making processes to form long standing mutually beneficial partnerships;
- Attend to customer enquiries and needs;
- Develop sales strategies and tactics in conjunction with the Country Manager, ensuring alignment to the approved marketing plan; as well as implementation of these strategies and tactics;
- Submit monthly sales reports inclusive of sales forecasting and market intelligence including competitor information by the due date;
- Maintain accurate customer account records and customer data base including customer targeting;
- Provide product information, demonstrations and training to customers;
- Comply with all stock keeping requirements per policy;
- Complete all administrative tasks by the due date;
- Attend exhibitions, conferences and seminars as directed;
- Additional duties and sales-related activities as required from time to time

### Quality and Safety Requirements and Responsibilities

- Comply with Quality System requirements;
- Take reasonable care for your own health and safety and do not negatively affect the health and safety of others. Comply with any instructions and follow any policy, procedure or work instruction relating to health and safety at the workplace that has been notified to you;
- To ensure compliance with applicable legislation, customer requirements and given the exposure risk to the business, it is a requirement of this role that you maintain any appropriate vaccinations and background checks as appropriate.

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- Conduct all activities and duties as part of this role in full accordance with company policies, procedures, and values.
- Understand and adhere with Principals' applicable compliance, code of conduct policies and procedures;
- Understand and adhere with APAC Med Code of Conduct.
- All activities and duties undertaken as part of this role should be conducted in full accordance with company policies, procedures and values;
- To ensure quality service to both internal and external customers, this role requires occasional weekend and evening work e.g. attendance at conferences  $\geq 20\%$  depending on territory; includes overnight travel.

## Selection Criteria

### Essential

- Understanding of Device Technologies policies and procedures including any vaccination and background checks in line with your role and responsibilities.
- Current valid driver's license;
- Permanent Thai resident status;
- Proven skills in sales, territory management, presenting, influencing and time management;
- Demonstrated competence in MS Word, Excel and PowerPoint;
- High standard of demonstrable written and verbal communication skills;
- Professional appearance;
- Willingness to work a flexible schedule with occasional overnight travel.

### Desirable

- Minimum 2 years' experience selling in a medical or hospital environment OR
- Minimum 5 years relevant clinical experience;
- Relevant tertiary qualifications in the sciences – degree or similar.