

Area Account Manager Acute Care

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Company: Werfen

Location: United Kingdom

Category: other-general

Overview

Post Date October 25, Number WEBUK-- Job Function Sales Location UK Field Based Role - Scotland Country United Kingdom

About the Position

JOB DESCRIPTION: Area Account Manager

Job Details

ID: Area Account Manager

Department: Acute Care

Country: UK

Job Summary

To maximise and maintain sales of Acute Care systems and reagents by the provision to users and potential customers of highly professional product sales and support activity.

Acute Care products include:

GEM Premier Systems

Rotem

Hemochron

VerifyNow

Avoximeter

GEMweb Plus

GEM ChemSTAT

Key Accountabilities

Run your sales area as your business to maximise profitable sales of systems, reagents and consumables.

Maintain a current and in depth knowledge of all products in the range.

Establish a customer call frequency appropriate to the level and state of business at each account.

Carry out sales visits, presentations and demonstrations of Acute Care products and software packages to the highest level of professionalism.

During sales visits use Acute Care sales tools, these include:GEMweb Plus demo tooliQM demo toolWerfen Touch

Ensure that Werfen reagents are used to their maximum potential by each account.

Ensure that new accounts place a standing order as soon as possible and that Wefen products are used to the maximum extent.

All new accounts are to be entered into CRM Fiori, including:Customer nameDepartmentContact detailsVOBContract renewal date

In conjunction with the Technical Specialist ensure that new systems are installed efficiently and brought into routine use as quickly as possible.

With the aid of the Technical Support Team ensure satisfactory training programmes are delivered for total customer satisfaction.

Maintain accurate and up to date prospect lists. You are responsible for ensuring this information is kept up to date.

The maintenance of CRM is absolutely mandatory with particular focus on the Fiori Value Prompter tool. This will include:Business Issue being identifiedAnxiety questionProblem descriptionSolutionValuePower (Decision makers)Plan

Ensure CRM Fiori information is correct to allow accurate:Market mappingPipe line forecast

At each account ensure that all decision makers are identified, visited and sold to, including supplies and management personnel.

Provide a rolling twelve month sales forecast at the beginning of each calendar month. You must be able to give an in depth review of each account on the presented forecast.

Liaise with the Acute Care Sales Manager in the completion of tenders.

Liaise frequently with the other Business Groups Area Account Manager to ensure a smooth and free flow of information horizontally. Use this liaison to obtain and provide additional cover for yours, and their areas, thereby maximising the effectiveness of your customer visits.

Provide effective applications and troubleshooting assistance to users, as appropriate involve the Technical Specialists.

Liaise regularly with your local Field Service Engineers to ensure a free flow of market information.

Visit lost sales, obtain debrief information and maintain contact for future business.

Be aware of and report on competitive activities / strategies.

Maintain a current and in depth knowledge of competitive products.

See the views of users and non-users on our products and their future product wishes.

Provide the Acute Care Sales Manager with a monthly report covering your activities for the month, relevant comments relating specifically to the sales forecast, lost business and objectives for the next month, achievement of the previous month's objectives plus a rolling 12 month sales forecast.

Ensure the Acute Care Sales Manager is advised immediately of any problems which might prevent the achievement of your objectives.

Ensure that you are familiar with our IMS and relevant policies and procedures

Use the complaint system effectively. With the Technical Specialists ensure all relevant customer information is entered.

With the aid of the Technical Specialists ensure complaints are closed to total customer

satisfaction.

Do not regard the foregoing as exclusive, be proactive in furthering our aims and objectives.

Awareness of the Integrated Management System (covering Quality & information Security)

Measures of Performance

The following measures will be used to determine satisfactory performance.

Your instrument sales targets are met in both product mix and volume terms.

Your P&E targets are met.

All customer records are up to date in CRM.

Market is mapped and kept up to date

Up to date pipeline forecast available from CRM Fiori

A call plan is in use and is being followed systematically.

A detailed itinerary for the coming week is available on Lotus Notes by 5.00pm on each Friday.

A rolling 12 month sales forecast is maintained.

Demonstration instruments are maintained in good order.

A monthly forecast as described above is provided by the 25th day of each month.

Networking/Key relationships

Internal Networking

Sales Coordinator

Area Account Manager in other business units

TS Acute Care

Key Relationship

Acute Care Sales Manager

Acute Care Business Manager

Minimum Knowledge & Experience required for the position:

BSc in Science or Business or related field. Proficient business or related experience. Proficient computer skills, including Word, Excel, PowerPoint, SAP and other corporate tools.

Customer dynamics (their processes, value chain)

IVD market

Competitor dynamics

Company products, solutions and services in terms of impact on the customer's value chain (Clinical, Economical and Organisational). Familiarity with Health Economics

Selling techniques

Applicable norms to tendering processes

Skills & Capabilities:

Team working

Delivers results

Customer focus

Relationship management

Negotiation capabilities

Flexibility and adaptability to a fast changing environment

Seizes accountability

Solid business and financial Acumen

Travel requirements:

75% of time

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