

## UK National Sales Manager - Blood Gas

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Company: Nova Biomedical

Location: United Kingdom

Category: other-general

### Job Summary

National Sales Manager responsible for the sales and growth of Nova's Blood Gas product portfolio across the UK, including the Hospital, Community, Veterinary and Biotechnology sectors.

Manage B2B relationships with National Accounts, NHS Supply Chain, other IVD and Vet suppliers and independent Managed Service Providers.

Direct management responsibility for a dedicated team of dedicated team of Blood Gas Area Sales Specialists to include: Delivery of Annual Operating Plan (AOP) for the Blood Gas business. Development and coaching of a dedicated sales team to deliver on sales targets and meet objectives set through field visits, 1:1 meetings and sales meetings. Develop sales leads with Area Sales Specialists from qualification to sale. Promote Nova Biomedical Blood Gas product portfolio to clinicians, veterinarians, researchers, influencers, opinion leaders to shape tender specifications. Conduct Performance Reviews for direct reports. Responsible for maintaining training records and identifying training needs for direct reports.

Responsible for all tender submissions for Blood Gas business

Responsible for pricing for all contracts, quotations and tenders, maintaining agreed margins and profitability.

Supports Area Sales Specialists at customer product presentations.

Responsible for sales team compliance with CRM system (SalesForce).

Responsible for compliance with Nova UK intranet system (SharePoint).

Responsible for developing sales related SOP's and adherence to ISO 9001:2015 Quality Management System.

Externally interfaces with Medical Directors, Clinicians, Nursing Staff, Point-of-Care Coordinators, Laboratory Directors and Administration of Major Medical Centres, University Hospitals, Ambulance Services and Biotechnology companies to promote and sell the Blood Gas range of products and associated consumables.

Identify and develop Key Opinion Leaders for Blood Gas products and novel markers.

Provides input for the UK webinar programme.

Drives marketing activities to support local and national objectives for the Blood Gas business

Attend contract review meetings, exhibitions, seminars and conferences.

Maintain competitive knowledge to assist in strategy development.

This is a field based role and extensive UK travel is anticipated (minimum of 4 days per week)

### **Reporting Relationships**

Reports directly to the General Manager in Nova UK.

Directly responsible for Area Sales Specialists ; Blood Gas

Works closely with European – Medical & Scientific Affairs Director(s) and European Service Director in an overall plan to promote, demonstrate and sell Nova Biomedical blood gas products.

Works closely with Marketing & Promotions Specialist to plan seminars, webinars and congresses and to develop effective marketing materials and campaigns.

Works closely with UK Product Specialists to develop tender submissions, provide clinical support and resolve product issues and/or customer complaints.

Works closely with Sales Administrator on tender submissions and quotations.

Works closely with UK Support Manager to resolve technical customer issues.

Works closely with MASA to identify KOL and speakers for seminars and webinars.

### **Personal and Professional Requirements**

Degree ideally in a biochemistry, biology, science or healthcare

3-5 years sales leadership experience, ideally with Blood Gas and/or Point of Care products

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### **Cross References and Citations:**

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