

## **Job Description**

### **Application specialist**

#### **Prime Function**

To increase sales of ADInstruments' and affiliated products into the life science research market.

#### **Key Responsibilities**

- Acquire and maintain a high understanding of the ADInstruments product range.
- Establish and maintain effective contact with the customer base, in an efficient and economic manner, prospecting in all appropriate departments, in all potential locations.
- Work alongside customers, assisting and training them in ADInstruments products.
- Advise and sell to customers the correct solution to meet their application requirements.
- Ensure that customer contracts are accurate, timely and of a high quality.
- Ensure that customer information is entered in the customer relationship management system (Salesforce) in an accurate and efficient manner.
- Maintain territorial market and competitor awareness, developing and presenting ideas for new opportunities.
- Develop and execute an annual sales plan for the assigned territory and update accordingly.
- Establish and maintain effective working relationships with other members of the ADInstruments Global Sales team.
- Attend trade exhibitions at scientific conferences, workshops and conferences as required.
- Other related tasks as required.

#### **Relationships**

Directly Responsible to:

Country Manager

Functional Relationships with:

All ADInstruments staff

Customers

#### **Expected Outcomes**

- Sales targets and objectives are achieved.
- Sales reports are provided in a timely manner, and adherence to the ADInstruments sales execution system.

#### **Person Specification**

- A tertiary qualification in the area of life sciences or biomedical engineering is essential.
- Research experience is desirable.
- Some experience with equipment sales in the university sector is desirable.
- The ability to develop a good understanding of the ADInstruments product range and practical application areas.
- Knowledge of Salesforce.com is desirable.
- The drive and commitment to achieve personal and company goals.
- Ability to work well in a group, sharing ideas and problem solving.
- Excellent communication and presentation skills.
- Excellent organizational skills such as time management and prioritizing.
- A flexible approach and the ability to influence others.

- Ability to maintain strict confidentiality.
- Excellent leadership and motivational skills.
- An eye for detail and the ability to maintain a very high level of accuracy.
- Familiarity with the Windows and Macintosh operating systems is desirable.
- Fluent in English.

**Location**

This is a sales position in Delhi that will involve weekly travel throughout the Maharashtra, Chhattisgarh, Gujarat, Goa territory. Salary will depend on relevant qualifications and experience, forming part of a package commensurate with a sales position.

Employee: ..... Date:.....

Employer :..... Date:.....