

POSITION DESCRIPTION

Title

Business Development Manager – Surgical/Consumables
NSW/QLD

Responsible To

Managing Director

Reporting to This Position

n/a

Purpose of The Position:

The purpose of the BDM position is to work closely with the wider sales team to promote and sell HPA's Capital Equipment Surgical Products and Consumables which have recently been added to state-wide contracts. We are looking for a strong relationship-based BDM to ensure the maximum volume and profit of sales develops on a continuing basis. You will be working as part of the Sales Team in the development of new business opportunities within this product portfolio(s) as it grows. Duties will be primarily performed during normal business hours although ad-hoc after hours and weekend work may be required.

Key Responsibilities:

Key Responsibility Areas	Associated Tasks
Product Management	<ul style="list-style-type: none"> ▪ You will oversee the devices within the HPA product portfolio with particular emphasis on the HPA Capital Equipment Surgical and Surgical Consumables product range
Business Development	<ul style="list-style-type: none"> ▪ Strategically promote and sell HPA Surgical products and consumables to meet our customers' needs. ▪ Conduct product evaluations in Operating Theatres and office settings, persuasively demonstrating the value of our products. ▪ Determine and agree a Business Sales Activity plan with the Managing Director ▪ Work closely with the National Sales Team along with Contractors/team members to secure new business in the market along with fostering already built partnerships with clients with HPA's product range. ▪ Perform clinical demonstrations on products ▪ Promote updates/upgrades and service contracts (in cooperation with sales and service teams) ▪ Systematically track your territories progress, and proactively communicate findings and analyses
Product Knowledge/education	<ul style="list-style-type: none"> ▪ Serve as product knowledge specialist for respective HPA's Capital Equipment Surgical Products and Consumables across major hospitals nationally. ▪ Educate, train and provide onsite guidance and assistance to all relevant hospital personnel on the use of HPA's Capital Equipment Surgical products and Consumables and services, maximising product efficiency and usage

	<ul style="list-style-type: none"> ▪ Provide detailed assessment of customer's initial and ongoing training need and propose solutions to address the defined needs ▪ Organise, set up and attend exhibitions, meetings and study days on behalf of HPA ▪ Adequate and thorough follow up of customer complaints as needed
Logistics and Warehouse	<ul style="list-style-type: none"> ▪ Working with the Warehouse Manager, manage the arrangements of devices being freighted for this product portfolio
Admin	<ul style="list-style-type: none"> ▪ Complete all administrative tasks as required under HPA's QMS ▪ You will maintain cost-effective control over personal expenses and to report details of entertainment, travelling and other expenditure accurately and regularly as required by Management.
Marketing	<ul style="list-style-type: none"> ▪ Support the Marketing team with knowledge of products ▪ Assist the Marketing team with creating and maintaining training materials for our clients ▪ You will gather information about competitors' products and prices and report same to Marketing Department.
Governance	<ul style="list-style-type: none"> ▪ Ensure your compliance with the following certifications: ISO, TGA, ERAC/RCM as required
General	<ul style="list-style-type: none"> ▪ Ability to undertake the duties of the role in accordance with Hospital Products Australia's Values and Code of Conduct ▪ Comply with all company policies and procedures ▪ Comply with the Work Health & Safety Act 2011 and its applicable Codes of Practice and Australian standards ▪ Assist with ad hoc duties as required

Key Competencies:

- A track record of Medical Equipment sales success (Minimum 5 years)
- Sales budget and forecasting experience
- Field sales experience gained with capital equipment sales
- In-depth knowledge and hands-on experience of capital equipment and consumables within the healthcare industry
- Background experience in Operating Theatres i.e. Operating Theatre Technician
- Experience in educating and training
- Competitive and tenacious with strong work ethic.
- Outstanding relationship building and communication skills
- High levels of motivation, energy and a drive to achieve results
- Productive in self-directed environment
- Strong work ethic and willingness to travel
- Able to plan own workload effectively
- Analytical and proactive, succinct communication skills, factual, focused, and realistic.
- Impressive presentation with accomplished interpersonal skills at all levels of the social and professional strata.
- Sound negotiator with ability to exercise tact and diplomacy
- Sound IT skills, i.e. email, Excel, Word
- Driver's licence and willingness to travel

Desirable:

- Endoscopy experience desirable



- Previous experience in nursing
- Successful Operating Theatre Table sales highly desirable.
- Proven track record of success in modern field sales techniques

Additional Information and Requirements:

- This position is based primarily in Sydney, NSW. Travel will be required to various locations throughout NSW and QLD
- Any offer of employment will be subject to a satisfactory National Police Records Check and (if required) a Working with Children Check

Signed/Accepted: _____

Date: _____