Regional Sales Manager

YOUR TASKS AND RESPONSIBILITIES
• The main purpose of the position is to obtain profitable results through the region’s sales representatives and to ensure successful implementation of the marketing strategies and sales tactics at regional level.

Major tasks and responsibilities of position

• To achieve the agreed upon sales targets in both private and state sector and to create an environment where customer service can flourish.

• To obtain profitable results through the regional sales team by developing the team and individuals through motivation, counseling, skills development and product knowledge development.

• To actively mentor, coach and support individual sales representatives. The Coaching Assessment Report is utilized to formalize this process.

• To monitor the performance of individual sales representatives within the regional team by personally observing the performance of the individual representatives in the field on a regular basis and utilizing the various reporting systems. To implement the specific appraisal system, which describes the responsibilities and performance standards for each member of the regional sales team (the Sales Force Excellence (SFE) document), and to formalize the performance appraisal via the Performance Management Process (PMP).

• To assist in the development of the annual marketing plan, specifically advising on: realistic targets for each product (based on historical data, market trends, competitor activity, promotional strategy and sales effort), realistic costs of operating the regional sales team, and tactical sales promotion plans.

Application Period
17 May 2016 – 31 May 2016

Reference Code
CHRSMAN2016

Division
Consumer Health

Company
Bayer (Pty) Ltd

Department
Sales

Location
Isando

Functional Area
Sales

Position Grade
VS 1.2

Employment Type
Permanent

Work Time
Regular
To liaise with Marketing/Product Managers re the successful implementation of all marketing strategies.

To assist sales representatives in developing tactical plans in order to meet agreed targets and to manage the promotional budgets and implement expense controls.

To ensure that all sales representative activities are in accordance with the South African Marketing Code of Conduct and the Bayer compliance standards.

To ensure high standards of ongoing training for the regional sales representatives so that they possess sufficient product knowledge in order to present information on Bayer's products in an accurate and balanced manner. Product knowledge must be maintained as per the SFE standard and will be assessed by means of KPI tests and in-field assessments.

To manage the sales administration function, operational performance reporting, streamlining processes and systems wherever possible. To successfully manage and control the maintenance of existing and new management systems within Bayer (i.e. CWT travel system, Qlikview (Sales Force Sales and Impact Rx environments), CUBE (Sales Force Sales and Impact RX environments), eSales Web, IDS, SFE program, sales reports, individual sales targets, incentive and other sales force recognition programs). The value of the current management systems must be assessed and improved on an ongoing basis.

To actively participate in the selection and recruitment of new representatives to ensure that the Bayer standards are maintained.

To create a positive, innovative atmosphere and motivational environment which encourages the sales team to commit themselves to the task at hand and where necessary go beyond the call of duty in order.

To ensure that all deadlines are met and to facilitate the co-operation and communication between Sales, Marketing, Medical, Platform, HR and other important internal Bayer departments is optimal, resulting in a smoothly operating business division.

To plan and adhere to an annual timely framework (annual planner) containing fixed meetings involving Sales and Marketing on a Regional and National level to ensure maximum productivity.

To challenge the status quo in order to achieve a culture dedicated to continuous improvement and best practices.

To enjoy challenging problem solving situations and come up with well thought through practical solutions.

To bring a sense of urgency to situations, demonstrate a proactive approach, be willing to become involved in order to increase the pace and achieve goals and objectives.

Ensuring adherence to industry-specific codes of practice or conduct, advertising codes, regulatory directive and guidelines, as applicable to the role, and to the programme for legal compliance and corporate responsibility at Bayer.
WHO YOU ARE

Education:
A tertiary qualification involving one or more of the following would be preferable, but not essential; Sales and Marketing, Psychology, Business Administration. Qualifications within the Healthcare environment may also be advantageous.

Experience:
Minimum 3 to 5 years Sales Management experience in the Pharmaceutical industry would be essential. Private sector business experience is a requirement and exposure to state sector business would be advantageous. Established contacts in the distribution chain

Skills:
Excellent people skills,
Sound judgment skills,
Proficiency in English,
Fully computer literate in Excel, Word and PowerPoint.
Knowledge of Qlikview,
Impact RX data audits, IMS audits and CRM systems would be advantageous.

Qualities:
Leadership experience and qualities such as Integrity, Honesty and Reliability

CONTACT US

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