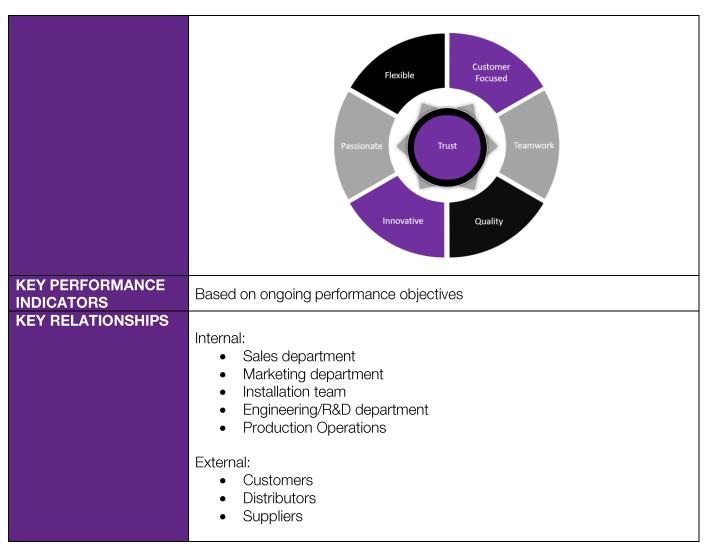


## **JOB PROFILE: Product Specialist**

INCUMBENT'S NAME	
JOB TITLE	Product Specialist – Asia Pacific
<b>BUSINESS UNIT</b>	Sales and Marketing
LOCATION	China
REPORTING LINE	General Manager - AP
OBJECTIVES / PURPOSE OF JOB	To sell and promote multiphoton and electrophysiology systems by carrying out product demonstrations, attending workshops and exhibitions and participating in Sales calls or sales visits to distributors and customer sites.  To work with distributors to uncover, progress and close new sale opportunities.  To provide Technical and Application supports to our customers for all Scientifica Systems both on site and remotely.  To contribute towards the achievement of a sales target in the assigned
	territories, and assistance with other when needed.
KEY ACTIVITIES / RESPONSIBILITIES	<ul> <li>Develop and execute a sale plan for Scientifica products to ensure sales and margin target are met or exceeded in your designated territory</li> <li>Work together with distributors to uncover new sale opportunities, manage opportunities in a timely manner</li> <li>Carry out technical support, installation and troubleshooting for customers both on site and through remote access software.</li> <li>Offer support and advice to customers carrying out high end imaging applications.</li> <li>Maintain effective customer relationships, consulting with prominent life scientists by phone, email and in person to advise them on the best solution on their application.</li> <li>Maintain effective distributor relationships, support distributor to follow up sales opportunities and close sales.</li> <li>Carry out training for customers and distributor on site or remotely.</li> <li>When required support specific installations to ensure that customer expectations/tailored requirements are met.</li> <li>Work to and achieve key performance indicators, including sales performance, call planning, progress sales, uncover leads and give sales support.</li> <li>Travel within Asia to carry out all sales related business activities</li> <li>Travel to the UK headquarter for sales and product training</li> <li>Honour our company values:</li> </ul>





## **CANDIDATE PROFILE:**

QUALIFICATIONS / TRAINING	Life science degree as a minimum; Master or PhD level would be beneficial. Ideally you will have been utilising /operating patch clamping instruments, and/or advanced multiphoton imaging systems.
EXPERIENCE REQUIRED	<ul> <li>Essential:</li> <li>Proven expertise in patch clamping and/or advanced fluorescence microscopy</li> <li>Excellent knowledge of neuroscience techniques, including electrophysiology, patch clamping, multiphoton</li> <li>Native Chinese speaker, with excellent communication skills, good English reading, writing and speaking skills</li> </ul>
	Beneficial:  • Field based sales experience.



	<ul> <li>In-depth knowledge of imaging techniques and their applications.</li> <li>Hands on experience with building laser scanning microscope.</li> </ul>
COMPETENCIES	<ul> <li>Demonstrable understanding of the sales process</li> <li>Highly motivated</li> <li>Excellent time management skills</li> <li>Be able to work independently</li> <li>Keen to work in an interdisciplinary field</li> <li>Ability to quickly learn new and technical subjects/information</li> <li>Relationship building skills</li> <li>Target driven</li> <li>Team focused</li> <li>Willing to travel</li> <li>Ability to present complex, technical information to a range of audiences</li> </ul>

## **EMPLOYEE'S ACCEPTANCE**

I, [Employee name], agree to accept the Job Description is a guide only and will be periodically reviewed
due to the evolving nature of the business. I understand I will be required to take on other tasks and
responsibilities from time to time depending on the business needs for this role.

Signed	
Date	