


JOB PROFILE: Product Specialist

INCUMBENT'S NAME	
JOB TITLE	Product Specialist – Asia Pacific
BUSINESS UNIT	Sales and Marketing
LOCATION	China
REPORTING LINE	General Manager - AP
OBJECTIVES / PURPOSE OF JOB	<p>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.</p> <p>To work with distributors to uncover, progress and close new sale opportunities.</p> <p>To provide Technical and Application supports to our customers for all Scientifica Systems both on site and remotely.</p> <p>To contribute towards the achievement of a sales target in the assigned territories, and assistance with other when needed.</p>
KEY ACTIVITIES / RESPONSIBILITIES	<ul style="list-style-type: none"> • Develop and execute a sale plan for Scientifica products to ensure sales and margin target are met or exceeded in your designated territory • Work together with distributors to uncover new sale opportunities, manage opportunities in a timely manner • Carry out technical support, installation and troubleshooting for customers both on site and through remote access software. • Offer support and advice to customers carrying out high end imaging applications. • 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. • Maintain effective distributor relationships, support distributor to follow up sales opportunities and close sales. • Carry out training for customers and distributor on site or remotely. • When required support specific installations to ensure that customer expectations/tailored requirements are met. • Work to and achieve key performance indicators, including sales performance, call planning, progress sales, uncover leads and give sales support. • Travel within Asia to carry out all sales related business activities • Travel to the UK headquarter for sales and product training • Honour our company values:

	
KEY PERFORMANCE INDICATORS	Based on ongoing performance objectives
KEY RELATIONSHIPS	<p>Internal:</p> <ul style="list-style-type: none"> • Sales department • Marketing department • Installation team • Engineering/R&D department • Production Operations <p>External:</p> <ul style="list-style-type: none"> • Customers • Distributors • Suppliers

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	<p>Essential:</p> <ul style="list-style-type: none"> • Proven expertise in patch clamping and/or advanced fluorescence microscopy • Excellent knowledge of neuroscience techniques, including electrophysiology, patch clamping, multiphoton • Native Chinese speaker, with excellent communication skills, good English reading, writing and speaking skills <p>Beneficial:</p> <ul style="list-style-type: none"> • Field based sales experience.

	<ul style="list-style-type: none"> • In-depth knowledge of imaging techniques and their applications. • Hands on experience with building laser scanning microscope.
<p>COMPETENCIES</p>	<ul style="list-style-type: none"> • Demonstrable understanding of the sales process • Highly motivated • Excellent time management skills • Be able to work independently • Keen to work in an interdisciplinary field • Ability to quickly learn new and technical subjects/information • Relationship building skills • Target driven • Team focused • Willing to travel • Ability to present complex, technical information to a range of audiences

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