

National Sales & Marketing Manager, Medical Imaging Systems - Northwest EU

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Company: Mindray India

Location: Netherlands

Category: other-general

National Sales & Marketing Manager, Medical Imaging Systems – Northwest EU
Location: Netherlands Affiliates to a Mindray Northwest EU in the Netherlands office and involves frequent travels across Benelux and Nordic countries Highly Competitive Salary + Excellent Benefits + Career Enhancement Reporting to General Manager, Northwest EU & Regional Sales & Marketing Manager, EU Mindray operate in tough, competitive, and aggressive market sectors, our key competitors are amongst the largest healthcare organisations in the world. The National Sales & Marketing Manager is responsible for leading a team of engaged Account Managers and distributors within the Ultrasound product line. Our Account Managers and distributors are hardworking with a strong focus on developing excellent relationships with current and potential customers. They are strong persuaders, and are required to find, develop, and close opportunities in the face of intense competition. The National Sales and Marketing Manager's role predominately is to coach, support and direct the sales team, and manage our distributors, to achieve required business goals and align with Mindray's core values and behaviours. Your responsibilities:

Essential Job Functions

Sales Management: Responsible for the sales target management of the product line within the country, and the sales' planning and implementation for target accomplishments.

Distribution Management: Responsible for the distribution channels planning and management of the product line within the region/country.

Marketing: Develop market, implement the product and marketing strategies to develop company's branding in the country. Assist the Medical Imaging Systems Business Unit Team to analyse the current market status and forecast sales

trends of the region, keep track of competitors. Customer Relations Management: Maintain and develop customer relations, track, and forecast customer needs and timely provide feedbacks to HQ, as to ensure long-term stable business development. Team management: responsible for establishing, developing, and managing sales and marketing team of the product line to achieve business goals. Sales Management Functions: Overseeing the day-to-day management of the regional team of UIS Sales Account Managers and distributors within the Northwest EU organization Providing leadership and management on issues experienced within the field To maintain, build and forecast opportunities utilizing company CRM, C4C. Provide detailed regional reports on a monthly, and quarterly basis to the GM. Supporting with development support / action plans for the UIS Account Managers and distributors to maximize their sales potential and ensuring their needs are met Acting as a coach and mentor to the team to support their sales growth Completion and monitoring of statistical reporting regarding current and future business as required Supporting Ultrasound Account Managers and distributors in senior stakeholder meetings as required Ensure Account Managers follow the Company policies and processes and dealing with issues accordingly Clinical, technical, and commercial networking What are we looking for in you? Experience of managing and leading a team of field based, medical device Account Managers You will have a strong sales focused background within this sector Demonstrate previous success in selling business line products in imaging systems (preference for Ultrasound) to public and Private Sector hospitals Preference for experience of managing distributors in the Northwest region Demonstrate a track record that shows sales growth and successful business development Relationship skills – able to build strong positive relationships with customer key decision makers and collaborate positively inside the Mindray organization Good communicator with excellent listening, spoken and written communication skills IT literate What's in it for you? This is an excellent position for candidates that are really looking for a role with difference and one in which they can really make an impact. It also has real opportunities to disrupt the market in the region, and this is the time to join, helping drive the success and shape of great things to come! #LI-REMOTE

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