



JOB DESCRIPTION

Business Development & Application Specialist

ID: 20221205

Job Location: Delhi, Bengaluru, Hyderabad, Mumbai

IntegriMedical Private Limited (IMPL) is a medical device manufacturing company. We manufacture global standard medical product used by Medical Practitioners (General & Specialists), Hospitals, Health Clinics working in different branch of medicines.

Employees are the key to success in our organization. We value our employees and their skills in furthering the cause of helping lives. Thorough leadership, robust work planning methodology and exceptional customer service are the key enablers of our success.

POSITION DESCRIPTION:

IMPL is looking for **Business Development cum Application Specialist** who will be responsible for sales of Needle-Free-Injection-System (NFIS) in assigned territory. He / She will also be responsible for providing Training and Product Specialist knowhow to healthcare professionals. Apart from sales and training he /she would be responsible for Channel Management / Support Management / Distribution Management / AR Management for the defined territory. Achieves/exceeds sales targets for the franchise within a designated territory, and in a manner, consistent with the company policy and goals. The individual will be responsible for creating awareness about product apart from closing the sale and positively impacting customer's satisfaction. Maintains a good understanding of customers' needs, as well as high-reaching developments in the marketplace. Develops long-term positive customer relationships, building brand/product loyalty and confidence in IMPL as a preferred supplier.

POSITION RESPONSIBILITIES:

1. Develop sales funnel, meet potential clients, & present product details.
2. Follow up with potential clients, appointed distributors to resolve customer needs & close sales.
3. Able to negotiate and close sales by self in routine situations, and with guidance when handling more complex deals
4. a) Identify tender/contract opportunities and work with colleagues to deliver
4. b) Find opportunities, recognize routine problems; analyze causes and recommend solutions.
5. Provide weekly and monthly sales action plan to manager, reflecting the activities required in each account to achieve sales objectives
6. Participate in Trade Displays and Conference when required
7. Develop and maintain strong relationships with all levels of customers

8. Develop complete understanding of NFIS product features, benefits, correct product application, usage, anatomy, physiology, and medical procedure
9. Develop thorough practical experience to become expert user & trainer of NFIS.
10. Able to demonstrate application/usage of products and differentiate them from competitor's products
11. Gather information on current practices, behaviors, and attitudes
12. Vigilantly obtain usage data of all trained surgeons and monitor adoption



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DESIRED/PREFERRED QUALIFICATIONS:

- Bachelor's or Master's degree in a Life Sciences, Pharma, Engineering or Science discipline.
- A minimum of 3 years of experience as sales, service, or application specialist in healthcare industry
- Detail oriented with strong written and verbal communication skills.
- Ability to work independently, within prescribed guidelines, or as a team member.
- Must be familiar with Microsoft Office applications.