



Role Profile | Territory Manager

Team: Sales

Manager: Sales Manager

Role Summary

The Territory Manager's role is to achieve the sales budget in the assigned territory and successfully manage current customer accounts by planning, developing, and executing strategies to increase sales from existing accounts, as well as developing new accounts and increasing market share.

Key Responsibilities

- Drive incremental revenue through successful sales activities to meet and exceed monthly, quarterly, and annual sales targets.
- Improve existing relationships with external stakeholders, as well as develop new ones; leverage customer relationships to increase sales revenue in the territory to meet and even exceed targets.
- Use the Customer Relationship Management system (CRM) to develop and maintain an ongoing record of existing and potential customer interactions. CRM is to be updated within 24 hours after contact has been made.
- Use CRM to continuously collect and update market understanding and information to determine strategy and sales focus for both overall territory and customer level.
- Develop, implement, and review yearly business plans using the required template. The Business plans incorporate goals and objectives that work towards the Company's strategic direction and priorities.
- Outlook calendar is maintained up to date with accurate yearly, quarterly and weekly work plans and customer meetings, as well as approved private appointments (in private lock mode).
- Use approved sales tactics to ensure currency of sales strategy and implementation of sales objectives.
- Attend and positively contribute to one-on-ones and team meetings.
- Achieve allocated individual and team tasks list items within the specified timeframe.
- Continuously improve product knowledge by actively participating in training and workshops, proactively seeking information, as well as reviewing appropriate clinical articles and surgical techniques.
- Demonstrate understanding of all ophthalmic diseases and surgical procedures relevant to the Company's product offering and approach with customers.
- Develop and maintain at least one high-level experienced surgical reference Ophthalmic surgeon or Ophthalmic surgical site, to act as both a mentor and referee, to facilitate ongoing learning and experience as well as to form a potential reference site for future Company product evaluations. The intent overall is for both professional development and a focus on longer term Company collaboration with such expert Ophthalmic surgical customers.
- Achieve sales across the entire product portfolio.
- Liaise with the customer service team and customers to make sure that all IOLs delivered as an IOR (implant or return) are billed or returned within 14 days after the surgery date.
- Collect lenses and transfer or deliver to other customers, when requested by the Customer Service team.
- Consignment stocktakes of existing consignment stock levels are undertaken every 3 months to make sure that the amount and dioptré distribution of the consignment meets customer requirements and is justified by sales volumes.

- Manage expense budgets and ensure compliance with Company policies, procedures and work instructions.
- Produce high-quality and accurate written documents, operational statistics, reports, etc., within specified timeframes.
- Undertake any other duties within the level of competency as delegated by the Sales Manager or Head of Sales.

Key Competencies

Customer Service Orientation

- Builds and nurtures long-term customer relationships through exceptional service.
- Communicates product fit and value to meet customer needs while aligning with Company standards.
- Demonstrates a professional, positive, and responsive attitude to address customer requirements.

Product Knowledge

- Proactively expands understanding of IQ Medical products and their application.
- Explains how complementary products enhance the end-to-end customer experience.
- Compares products with competitors to address customer needs effectively.

Deliver Results

- Plans and organises work using goals, objectives, and targets.
- Creates work schedules and plans with budgets and resources to achieve outcomes.
- Prioritises activities and identifies alternative actions to meet deadlines and targets.

Collaboration

- Maintains an open and cooperative approach with internal and external stakeholders.
- Mentors and coaches colleagues to support growth and improve product knowledge.
- Works collaboratively to meet expectations and enhance team performance.

Communication

- Communicates honestly, respectfully, and constructively.
- Actively listens and asks questions to fully understand and prevent miscommunication.
- Presents accurate verbal and written information clearly and appropriately.

Resilience

- Maintains performance and composure under pressure or adversity.
- Self-regulates emotions to display a calm and respectful demeanour.
- Meets deadlines consistently despite unforeseen challenges.

Qualifications and Experience

- Relevant tertiary qualification is highly regarded.
- Proven track record in medical device sales – minimum of 3+ years.
- Ophthalmology device sales experience, highly desirable.
- Strong computer and internet skills; software experience with Microsoft Office, including Word, Excel, PowerPoint, and Outlook.
- Experience using a CRM effectively.

Expectations

- Take reasonable care for one's own health, safety, and well-being and that of other personnel who may be affected by conduct. Adhere to defined workplace health, safety and wellbeing and injury management policies and procedures.
- Maintains Company standards involving ethical and moral character and always represents the Company with the highest professional standards.
- Comply with the requirements of the Quality Management System.
- Use Office 365 applications as required.
- May have to stand during procedures for elongated periods of time.
- Intrastate and Interstate travel, including overnight travel.
- Attendance at conferences, team meetings and training, which may include evenings, weekends, and overnight stays.
- Reside in or live within proximity to the assigned geographical territory.