

## **JOB DESCRIPTION DISTRICT MANAGER NORTH (FLANDERS)**

### **POSITION PURPOSE**

The District Manager provides inspirational leadership and strategic direction in order to coach, lead and motivate a team of hybrid (MD's and Pharmacies) medical representatives to ensure the achievement of business objectives for the assigned products within the assigned region.

As a driven people manager he/she will act personally responsible in order to deliver regional sales targets for the managed sales team.

He/She contributes to the development of the business, team and employees in line with the strategies of Heel Belgium and Heel international.

The District Manager reports to the Sales Manager.

### **ESSENTIAL DUTIES AND RESPONSABILITIES**

#### **Strategic and environmental facts**

##### ***Internal***

- Build commitment for the Heel Belgium vision and mission and their implications for your specific region and employees by facilitating team communication, morale and effectiveness. As a role model, inspires trust and commitment.
- Make sure you are able to translate all internal information into clear guidelines and support for the sales reps: e.g. product positioning, performance management, CRM, training etc.
- Acquire insights in and implement further the 4 pillar strategic objectives to realize the targets: learning and growth, processes, clients and finance.
- Acquire and show an open minded management style, characterized by self-growth, self-criticism, empathic listening, fact driven analyses, compromise seeking and motivating approach.
- Find an optimal and adjusted balance between the position as critical constructive manager and motivator of your team
- Acquire the skills necessary to guide your team in as well a conventional and alternative medical as pharmaceutical environment.
- Sets ambitious goals and exceeds them, identifies strategic business opportunities, and is accountable for achieving standards of excellence.

- Communicate open on feedback from Sales reps while seeing also the total picture (cockpit view)

### **External**

- Constant analyse and interpret all relevant sales and sales excellence data of the district: own the monitoring and follow up of sales data and competitive intelligence.
- Add insight and personal experiences and views in order to plan sales strategies and best practices in a critical constructive manner with all relevant members within Heel's sales and marketing department. This towards a diverse group of customers.
- Pro-actively gather, analyse and interpret market information at all levels on: e.g. regional government, hospitals, sick funds, specialists, MD's, patients, events,... that may impact direct or indirect our business.
- Communicate open on feedback from Sales reps while seeing also the total picture (helicopter view)
- Identify business drivers, targeting groups and their specific needs, opinion leaders etc.
- Actively seeks to discover and meet the needs of external (and internal) customers by building relationships and delivering innovative solutions.
- Pro-actively gather, analyse and interpret market information at all levels on: e.g. regional government, hospitals, sick funds, specialists, MD's, pharmacies, patients, events,... that may impact direct or indirect our business.

### **Strategy Development**

- Develop a District Sales Plan including:
  - breaking down the National Sales Plan in separate regions and targets per team member
  - a meaningful phasing of these targets
  - consolidating the Reps's Sales Action Plans
  - identify key issues and opportunities
  - development of appropriate action plans in order to execute the strategy
  - setting priorities and timelines
  - ensure alignment with management
  - definition, measurement and follow up of Critical Success Factors
  - adding of personal experience, benchmarked with team experience
  - participate well prepared and constructive in the discussions to develop and refine business strategies

### **Strategy Implementation**

Ensure the execution of a optimal covering, frequency, targeting etc. required to achieve agreed business goals

- Regularly revise and adapt the District Sales Plan according to the demands of the market situation
- Ensure current coordination of District Sales Plan with Sales Manager
- Actively search for business opportunities and propose them to the Sales Manager
- Actively participate in Cycle and Sales meetings

- Acts as a liaison between the sales force and the management and other cross-functional areas, persuading, convincing, or motivating through collaboration and direct or indirect influence. Ensure descending information to the Reps as coordinated and provided by S&M management and other departments
- Ensure active respect of values, business ethics, policies and procedures by the Rep
- Evaluate ROI of actions proposed or done by Reps
- Follow up district budget and approve Reps expenses
- Manages multiple priorities and resources related to individual and group efforts. Takes responsibility for redirecting efforts as needed to deliver high productivity and quality of work from self and others.

### **Organizational Development**

- Ensure the consistency of the regional structure
- Proactively participate in the improvement of the management processes by translating and providing feedback on FF needs to the organization: performance management, expense notes, training, hiring, firing, promotion, training, CRM etc.
- Make sure clarity exist on roles and responsibilities in the high skilled team
- Participate in designing appropriate communication channels (up and down) with emphasis of giving and receiving feedback in appropriate timelines
- Develops people: Drives business by observing Reps' interactions with key customers, providing them with individual coaching, feedback and inspiration. Helps and encourages the reps to continue to develop for success in current role and for future growth.

### **People management**

- Ensure consistency of the team in terms of competency development and motivation with the current and future strategic requirements (high skilled, high performing team)
- Motivate and stimulate Reps by assessing their ambitions and potential, know their environmental burden on emotional and functional level.
- Ensure appropriate competency development of reps by assessing current competency level of Reps vs job profile and objectives (Medical, product, market knowledge, selling skills, CRM, Targeting, Territory management, company ethics policies and procedures, etc). Consolidate development needs. Propose training needs to higher management
- Establishing a development plan (training, individual coaching) together with the rep, development of its self-management competency
- Develop team spirit and ensure high motivation
- Proceed to mid-year and end year appraisals of SMART objectives. Proceed to performance appraisal of Reps based upon predetermined performance measures (qualitative/quantitative) and adjust if necessary
- Revise and adapt Sales Action Plans and allocated budgets if appropriate
- Stimulate and ensure a continuing successful collaboration ship with other colleagues in order to maximise overall Heel business development

## **QUALIFICATIONS / KNOWLEDGE/EXPERIENCE**

Level of education: Higher education (preferable in science )  
Experience: Min. 5 years as Medical Rep with consistent success in pharmaceutical sales and healthcare sales towards MD's and pharmacies.  
Leadership capabilities, people management and written & oral communications skills.  
Eager to continued learning and personal development  
IT Skills: MS Office (word – excel – power point...)  
Languages: mother tongue – good knowledge of English and French

## **COMPETENCIES / BEHAVIOURS**

- Field coaching Skills
- Excellent leadership capabilities
- People management
- Excellent Analysis and interpretation skills
- Excellent communication skills
- Team Player
- Problem solving
- Good computer skills
- Presentation skills
- Identifies with Heel's Vision & Mission