

JOB DESCRIPTION

Medical Representative

POSITION PURPOSE

Promotion of Heel medications to well selected targeted doctors and pharmacies. Scientific Healthcare Professionals (HCP's) approach with a main accent on medical education and customer relationship

Achieve selling-in & selling out growth as well as qualitative objectives in line with Heel's overall compliance policy.

Through

- Implementing business and yearly plans at territory level
- Ensuring that territory and administrative systems (CRM) are maintained and updated to ensure an accurate record of territory is available at all times
- Heel ambassador towards HCP's
- Providing the organization with field information
- Proactively implementing and updating personal development plan in order to develop himself/herself further within current role

ESSENTIAL DUTIES AND RESPONSABILITIES

1. Business knowledge

Obtain knowledge of external and internal environment in order to enable design and implementation of territory yearly plan to achieve business objectives:

- Heel products, strategies, skills and organization.
- Customers = HCP's in selection needs and interests
- Competitors knowledge
- Colleagues activities

Heel products, strategies, skills and organization

- Understand Heel's regional and territory's business objectives and strategies through participating in Cycle and Sales Meetings
- Continuous updating of the current medical and promotional knowledge of the products in accordance with the determined learning objectives via training, literature, internal communications of the concerned products
- Continuous improve selling, communication, technical...skills

Customer's needs and interests

- Inquire customer's potential, needs, attitudes to treatment, preferences for drug treatment, response on Heel activities
- Establish and develop professional relationship with customer's
- Build a constructive and effective external network

Competitors

- Updating of the most important competitors, products and activities
- Positioning of competitors promotional products in the territory, their organizational structure and strategies, their weaknesses and strengths, customers reaction on their activities...

Colleague's activities

- Close cooperation with the district manager of the region
- Share information with other representatives in order to enhance market knowledge

2. Strategy Development in collaboration with the District Manager

- Analyse available information concerning territory conclusions
- Proceed to an analysis in order to identify the key success factors for achieving the growth objectives in the respective territory
- Classify customers following different criteria and received information in order to segment the territory in target groups and yearly adapt selected HCP's accordingly within rules decided and explained by Head of Department
- Fix specific objectives for the different segments and target groups and set priorities
- Understand, evaluate and interpret results of promoted products within dedicated territory
- Evaluate all activities based on ROI

3. Strategy Implementation

Execute the Yearly Action Plan

- Perform the yearly plans following determined targeting, coverage and frequency expectations
- Build relationships with target customers to gain product endorsement to generate prescriptions and recommendations
- Manage multiple tasks and projects at the same time in accordance with the deadlines and objectives as stated in the Yearly Action Plan
- Provide HCP's in selection with needed information and services

Provide the organization with relevant information

- Transmit visit reports on a daily basis via CRM system.
- Give complete, comprehensible and accurate feedback containing all significant events in the territory (customers attitude, competition activities...)
- Openly share information with the other representatives, District Manager, Product Manager, Head of Departments, ...
- Active participation during the Cycle & Sales meetings
- React timely and promptly via mail on questions and answers
- Immediately inform PV@heel.be about side effects and potential adverse events

4. Territory management

- Targets = MD's and pharmacies in selection
- Organise & attend a fixed number of "events" focussing on the company's strategic intend.
- Act in line with the principle "I am the manager of my region"

QUALIFICATIONS / KNOWLEDGE/EXPERIENCE

| | |
|---------------------|---|
| Level of education: | Higher education preferably in science or paramedical |
| Experience: | Preferably a couple of years as medical representative within the GP market and OTC business |
| IT Skills: | Knowledge of the basic computer programs (Excel, Word). |
| Languages: | Fluent in the language of the territory + good knowledge of written English enabling understanding of scientific literature |

COMPETENCIES / BEHAVIOURS

- Excellent communication skills.
- Drive for results: the drive to put energy into achieving results and take actions to exceed goals. Striving for continuous improvement. Open to the extra mile
- Planning and prioritizing: ability to identify needs to be done and to develop an appropriate action plan in order to accomplish an objective and to monitor progress against it. This includes the ability to organize resources, identify and prioritize key issues.
- Customer service: anticipate the needs and expectations of customers.
- Able to cope with stress and change.
- Enthusiastic.
- Impact and influence: the ability to convince, persuade others to a point of view.
- Listening skills.
- Teamwork and co-operation: the willingness to work co-operatively and supportively with your colleagues. Developing positive, open working relationships in order to solve problems and to achieve business goals.
- Involvement with the vision & mission of Heel Belgium.