

JOB DESCRIPTION

Title: Specialty Sales Representative

Department: Pharmaceutical Sales

Reports to: District Manager

Primary Responsibilities:

1. To create and develop the maximum profitable sales of all company products that may reasonably be achieved in the assigned sales territory through regular and aggressive coverage of all professional contacts and sales outlets.
2. To build and maintain good will with the medical community, managed care organizations, state Medicaid officials, hospitals, other health centers, and sales outlets so as to gain maximum understanding and acceptance of company products and policies.

Job Responsibilities:

- A. To obtain satisfactory sales volume in accordance with established, budgeted goals.

Performance is satisfactory when:

1. Total sales volume obtained in the assigned territory reflects an overall annual increase meeting or exceeding established goals and/or budget.
2. Sales of individual major products reflect an annual increase meeting or exceeding established goals and/or budget.
3. Sales volume obtained shows a balanced distribution among major promoted products.

- B. To make regular, complete, and effective sales visits to all assigned physicians in the territory.

Performance is satisfactory when:

1. The number of physician calls made daily, weekly, and per cycle as well as call frequency is at or above previously agreed-upon call average.
2. Each physician call is fully planned beforehand with a specific objective and using full physician profiling and targeting information.
3. Products detailed coincide with the current promotion program in at least 90% of the cases.

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4. Works from a pre-planned routing schedule and organizes daily itinerary to avoid waste of time and travel. Completes a minimum of 90% of scheduled calls each cycle.
 5. Fullest possible up-to-date records are maintained on all physicians, including but not limited to specialty, best time to see, hospital affiliation, interests and hobbies, degree of influence, products used and prescribed, community and professional prestige and affiliations, response to previous visits, and other pertinent information.
 6. Physicians in the territory are regularly evaluated according to prescription potential for company products and reclassified when needed; new physicians are evaluated and allocated as replacements; and physicians of limited value are removed from active promotion.
 7. Full information is recorded and kept up-to-date on physicians' receptionists, secretaries, nurses, and any other personnel who can assist in obtaining interviews and/or information on insurance providers their practices and reimbursement policies.
- C. To routinely service retail outlets in the territory, obtaining maximum distribution of company products and information on the purchases of company and competitive products.

Performance is satisfactory when:

1. The number of calls made daily, weekly, and per cycle as well as call frequency complies with previously agreed-upon call average.
 2. Each sales/service visit is fully planned beforehand with established, specific objectives to meet the needs of the customer.
 3. Advises the pharmacist and key personnel about current company product promotion to physicians.
 4. Complete, accurate records are maintained on all customers, indicating purchase history, key personnel, best day and time to visit, purchasing method (direct or through wholesaler), credit status, response to previous visits, and other pertinent information.
- D. To routinely service hospitals, clinics, managed care facilities, family planning centers, and other public health centers in the territory to obtain maximum support and use of company products.

Performance is satisfactory when:

1. The number of calls made daily, weekly, and per cycle complies with previously agreed-upon call average.
 2. Each visit is fully planned beforehand with established, specific objectives to meet the needs of the institution.
 3. Personally knows and routinely visits every key staff member who can influence the stocking, prescribing, and/or dispensing of company products.
 4. Complete and accurate records are maintained on each institution indicating key department personnel, purchasing history, clinical meetings history, special interests and problems, and other pertinent information.
 5. Organizes clinical, dinner and lunch meetings either for physicians, with national thought leaders as speakers. Topics will be in the therapeutic area of major promoted company products.
 6. Recommends, selects and recruits influential physicians for clinical studies, when requested by management.
- E. To be highly knowledgeable and up-to-date on disease state information, product information, the competition, sales skills, current selling outlines, promotional aids, and other information required to achieve the sales goals established for the territory.

Performance is satisfactory when:

1. Maintains complete, up-to-date knowledge of disease states, company products and the competition, current selling outlines, promotional strategies, and professional selling skills at a level sufficient to satisfy his/her district manager and company product questionnaires.
 2. Displays a practical knowledge during accompanied field calls of all current selling outlines, sales aids, and appropriate professional selling techniques, and answers physicians' and customers' questions clearly and accurately.
 3. Participates actively in all promotion cycle meetings and demonstrates familiarity with and understanding of assigned training exercises.
- F. To manage all aspects of the territory and promptly exercise those administrative required for the effective operation of the territory.

Performance is satisfactory when:

1. Orders are completed correctly and promptly submitted in accordance with established policy.

2. All reports (weekly, expense, etc.) are completed legibly and accurately on the appropriate forms and submitted in accordance with established company policy.
 3. Territory records are kept up-to-date, accurate, and legible.
- G. To insure the proper care and use of all assigned company property.

Performance is satisfactory when:

1. All company property – vehicle, computer, A/V materials, detail bag, literature, samples, manuals, etc. – is maintained neat, clean, and secure condition at all times.