

Job Description
职位描述

Sales Representative
销售代表

Prime Function
职位概况

To increase sales of ADInstruments' and affiliated products into the life science research and education market.

扩大 ADInstruments 及其附属产品在生命科学研究和教育市场的销量。

Key Responsibilities
主要职责

- Acquire and maintain a high understanding of the ADInstruments product range.
- 培养并保持对 ADInstruments 产品系列的深入理解。
- Establish and maintain effective contact with the customer base, in an efficient and economic manner, prospecting in all appropriate departments, in all potential locations.
- 积极探索各适宜领域和地区的市场潜力，高效经济地与客户群建立并有效维持联系。
- Work alongside customers, assisting and training them in ADInstruments products.
- 与客户共事，帮助并培训客户使用 ADInstruments 产品。
- Through consultative selling, enhance customer satisfaction and increase competitive advantage whilst developing and maintaining relationships with customers in the territory.
- 发展并维持与销售区域内客户的关系，同时通过咨询式销售增加客户满意度和竞争优势。
- Advise and sell to customers the correct solution to meet their application requirements.
- 向客户推荐并销售正确的解决方案，以满足客户应用需求。
- Maintain territorial market and competitor awareness, developing and presenting ideas for new opportunities.
- 保持销售区域内的市场和竞争意识，为寻找新商机出谋划策。
- Develop an understanding of current and future market trends that may impact ADInstruments sales.
- 了解当前和未来可能影响 ADInstruments 销量的市场趋势。
- Collect and analyse market research data to identify new business opportunities for potential growth.
- 收集并分析市场调查数据，发掘可促进增长的潜在新商机。
- Develop and execute an annual sales plan for the assigned territory and update accordingly.
- 制定并执行指定销售区域的年度销售计划，并根据实际情况进行更新。
- Develop accurate and realistic quarterly and annual budget plans with the Sales Manager.
- 与销售经理合作制定准确可行的季度和年度预算方案。
- Manage personal expenses budget and track expenses on a monthly basis.
- 管理个人开支预算并按月追踪开支。
- Meet or exceed sales targets whilst complying with the 4 Disciplines of Execution.

- 遵循高效执行 4 原则，完成或超额完成销售目标。
- Execute pricing strategy and negotiate contracts, ensuring they are accurate and timely.
- 准确准时地执行定价策略并洽谈合同。
- Ensure that customer information is regularly entered in the customer relationship management system (Salesforce) and that reporting is produced in an accurate and efficient manner.
- 定期将客户信息输入客户关系管理系统 (Salesforce) 中，并准确有效地进行报告。
- Establish and maintain effective working relationships with other members of the ADInstruments Global Sales, Support and Product teams and involve them with product-related queries as required.
- 与 ADInstruments 全球销售、支持和生产团队的其他成员建立并维持高效工作关系，在必要时按要求向他们咨询产品相关问题。
- Attend trade exhibitions at scientific conferences, training and workshops as required.
- 按要求参加贸易展览会、科学会议、培训和研讨会。
- Other related tasks as required.
- 按要求完成其他任务。

Relationships

职务关系

Directly Responsible to: Regional Sales Manager

直属上司： 区域销售经理

Functional Relationships with: All ADInstruments staff
Customers

工作关系： 所有 ADInstruments 员工
客户

Expected Outcomes

预期成果

- Sales targets and activities meet the objectives set in conjunction with the Sales Manager and comply with the 4 Disciplines of Execution.
- 必须具有生命科学或生物学工程专业本科学历。
- Sales reports are provided in a timely manner, and adhere to the ADInstruments sales execution system.
- 遵守 ADInstruments 销售执行系统，按时提交销售报告。
- Customer relationships are maintained and improved through exceptional customer service.
- 通过优质的客户服务维持并增进客户关系。
- Budgets are well managed and adhered to.
- 妥善管理并遵守预算。
- Reporting is of a high quality and administered in a timely manner.
- 能够及时完成高质量的报告。
- Company processes are adhered to and improved through innovative thinking.
- 遵守公司流程，并通过创新思维对其进行改进。

Person Specification

职位要求

- A tertiary qualification in the area of life sciences or biomedical engineering is essential.
- 必须具有生命科学或生物医学工程专业本科学历。
- Research and education experience is desirable.
- 有研究和教育经验者优先。
- Some experience with equipment sales in the university sector is desirable.
- 有在大学部门销售仪器经验者优先。
- The ability to develop a good understanding of the ADInstruments product range and practical application areas.
- 可良好掌握 ADInstruments 产品系列和实际应用领域。
- Knowledge of Salesforce.com is desirable.
- 了解 Salesforce.com 者优先。
- The drive and commitment to achieve personal and company goals.
- 对实现个人及公司发展目标充满热情。
- Ability to work well in a group, sharing ideas and problem solving.
- 能与小组成员良好合作以交换意见并解决问题。
- Excellent communication and presentation skills.
- 出色的沟通和展示技能。
- Excellent organizational skills such as time management and prioritizing.
- 出色的目标优选、时间管理等组织技能。
- A flexible approach and the ability to influence others.
- 方法灵活，对他人有感染力。
- Ability to maintain strict confidentiality.
- 严格保密能力。
- Excellent leadership and motivational skills.
- 出色的领导力和激励技巧。
- An eye for detail and the ability to maintain a very high level of accuracy.
- 认真细致，可保持高准确度。
- Familiarity with the Windows and Macintosh operating systems is desirable.
- 熟悉 Windows 和 Macintosh 操作系统者优先。
- Fluent in English.
- 英语流利。

Location

This is a field-based sales position in Beijing, China that will involve weekly travel throughout the territory. Salary will depend on relevant qualifications and experience, forming part of a package commensurate with a sales position.

工作地点

该职位为中国北京的区域销售职位，每周需在销售区域内出外勤。薪资依个人资历及经验情况而定，同时还享受其它薪酬待遇。