

**Job description:**

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| <b>Job Title</b>               | Sales Representative Biological Microscopes Bohemia  |
| <b>Holder of Position</b>      |  |
| <b>Business Unit</b>           | Nikon s.r.o., Prague Office (Zbraslav), Instruments Division (Microscopy)                              |
| <b>Task area</b>               | Procurement of deals for the business unit Instruments in field sales, promotion and marketing actions |
| <b>Disciplinary Assignment</b> | Sales manager Instruments  |
| <b>Salary bracket:</b>         | Will be explained by personal meeting  |

**1. Core Responsibilities**

- Consultancy and Realization of Sales (net turnover) in the area of biology (especially cell biology) microscopy
- Regular visits as well as skilful support and extension of the technical experienced customers in laboratories, research institutes and the industry
- Preparation of marketing and promotion actions
- Regular reporting (written, by telephone) about kind, scope and success of task

**2. Duties / Tasks**

- Independent planning of customer visits incl. an economic route as well as conduction of the customer visits and respective reporting up to realization of sales (NTO)
- Support of the existing customers by regular visits, skilful support at application questions (also via phone and Email)
- Permanent acquisition of new customers and extension of the customer database
- Arrangement of appointments with potential new customers
- Establish a customer relation network by pro-active acquisitions with territory (Bohemia) and target group (Cell Biology) activity plans
- Development and presentation of Nikon products (microscopes and basic digital imaging) during sales appointments with new or existing customers
- Registration of customer inquiries and specifications and preparation of quotations/offers
- Timely follow-up with the customers regarding the received offers
- Preparation of reporting about kind, scope, success of acquisition and sales as well as sending to Sales Manager Instruments Czech and Slovak Republic
- Marketing and promotion actions
- Presentation of the products and the company during exhibitions, fairs and sales promotions
- Market and competition observation as well as respective reporting to the Sales Manager Czech and Slovak Republic
- Permanent, prompt and complete reporting incl. handing in of the travel expenses

**3. Competencies**

- To make price and discount agreements within the fixed scope
- Authorization to sign the common correspondence



- Preparation of Tender Documents

#### 4. Profile

##### Education

- Successfully completed studies of biology, biophysics or related technical education (e.g. biomedical engineering) – University Degree
- Advantage is experience in handling of microscopes and basic digital imaging

##### Professional Skills & Know-How

- Business and Sales Skills, good knowledge of Business Negotiations with the Customers
- Eager to win the contracts
- Good technical knowledge and understanding
- Good computer application knowledge (MS-Office, Internet)
- Fluent English knowledge written and spoken
- Valid personal car driver's license

##### Personal Skills

- Good negotiation skills & "deal making competence"
- Good knowledge and skills of presentation techniques
- Persuading ability and interpersonal skills
- Self-organizing and high independent working method
- Ability to work in teams
- Customer-oriented and cost-oriented thinking and acting
- Flexibility in Business Trips (in average one business trips per week is overnight, necessary to visit all Bohemia area and to be very often "in the field by the customers")

#### 5. Intersections

- To hand in reports and authorization proposals to the Sales Manager Instruments Czech and Slovak Republic
- Information exchange and coordination with the Sales Support and other Sales Representatives, Service Technicians, Sales Manager, Country Manager Instruments and Product-/Sales Specialists