



Clinical Specialist

The role requires remote working (from home) with travel (where permitted) to field sites, including NHS and private sector hospitals and clinics.

Responsible for managing Key Accounts and maintaining positive relationships with hospital staff at all levels, including consultant surgeons, theatre teams, pharmacy, and procurement departments.

Reports to the Sales and Marketing Manager and will have regular contact with internal sales and office support.

Main duties and responsibilities:

Key account management

Develop a maintenance and growth strategy for the accounts assigned to you and build strong and positive relationships with the customers.

Specifically identify the Stakeholders in these accounts and record their contact details in the Sales I CRM system / Master Customer List.

New business development

Look for opportunities to expand the product portfolio with current Key Accounts.

In the Private Hospitals assigned to you identify the Stakeholders and record their contact details in the Sales I CRM system / Master Customer List.

Marketing Campaigns

Take an active part in Marketing campaigns by identifying stakeholders and target customers and following up on Communications / promotional activity.

Access to customers

Ensure that your MIA and Intellicentrics credentials and courses are up to date and allow you access to all the areas you are likely to visit in the future.

Product development

Coordinate customer trials of new and existing products and deliver appropriate information and training for the end users of the products.

Product evaluation

Work in partnership with customers to evaluate and develop products
Record and resolve any customer issues relating to products.



Business planning

Create a Business Plan and Objectives for your assigned accounts to maintain and grow the business.

Monitor and review the progress of the accounts against targets.

Update and review the Business plan /objectives on a regular basis.

Stakeholder events

You will be required to attend regional ophthalmology events and exhibitions where permitted.

There will be a requirement to attend sales meetings and training sessions, virtually, at our head office in Manchester, and in offsite locations across the country. There may be occasional overnight stays/ weekend working as the business requires.

Key Skills and abilities:

- Deliver information clearly and concisely, both face to face, virtually, and in written communications.
- Communicate appropriately and professionally with people at all levels internally and externally.
- Analysis of Sales figures and information in order create concise reports.
- Prioritising of tasks.
- Meet demands of an existing customer base, whilst developing new business.
- Use of appropriate questioning and listening skills to interpret the requirements of customers and match their needs to the Surgitrac product portfolio.
- Negotiating skills - key attribute in facilitating commercial agreements.



- Analyse customer problems with products or supply and develop appropriate solutions.
- Persuade and influence stakeholders at all levels within the hospital setting.
- Apply knowledge of relevant therapies, treatments, techniques, and product use.
- Understand and be able to work within the policies and procedures of the company

Personal characteristics

- Professional.
- Well organised.
- Self - motivated.
- Works well under pressure and to deadlines.
- Works well in a target driven environment.
- Works well within a team and be able to fit into the existing small team.

Experience and requirements

Desirable

- A minimum of two years sales experience within the ophthalmic market.

Essential

- A minimum of two years sales experiences within the medical products/devices market.
- Able to provide evidence of proven sales history within the medical sales sector
- Computer and IT literate, a confident user of Microsoft Office suite.
- Familiar and proficient using CRM / ERP databases – e.g. salesforce/ Sage
- Full UK driving licence.

Surgitrac® Instruments UK Limited – Manufacturers of specialist surgical instruments

10 Wharfside Business Park, Irlam Wharf Road, Manchester M44 5PN
Tel: +44 (0)161 776 7626 Fax: +44 (0)161 776 7616 www.surgitrac.com
Company Registered in England and Wales No. 03005986. VAT Reg No. 638 814 021



- To Apply for the role, please contact max.rogers@surgitrac.co.uk with your CV and a covering letter.

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