



## Territory Sales Manager VR

Location: South West UK

### COMPANY OVERVIEW

BVI® is a global ophthalmic medical device manufacturer with a mission to deliver high quality solutions and innovation for advancing eye surgery and improving the vision of patients. With nine decades of developing leading products and solutions, BVI partners with ophthalmic surgeons to improve the vision of millions of patients across the globe. Our team supports surgical teams, in more than 115 countries worldwide, either directly or through our network of trusted distributors. Our trusted brands include: Beaver® (Knives and Blades), Visitec® (Cannulas), Malosa® (Single-Use Instruments), Vitreq® (Vitreoretinal Surgical Products) and PhysiOL® (Premium Intraocular Lenses).

### PURPOSE

To maintain and grow sales of the VR product portfolio in South West UK. To train end user consultants in the use and advantages of BVI's product offering.

### RESPONSIBILITIES

- Annually achieve territory sales target for promoted products to meet & exceed budget.
- Manages the sales process from start to finish ensuring that all key stakeholders are involved.
- Develops BVI business in the specialism by understanding the needs and requirements of clinicians and administrators.
- Contributes to business plans as required and implement sales strategies of the plan as agreed with manager.
- Keeps up to date with developments and changes within the NHS and local competitor activities and communicate to manager and colleagues as appropriate.
- Promotes the full range of BVI product and openly embraces a cross selling culture by acquiring complete in-depth knowledge of dedicated BVI product ranges and competitive products in addition to a complete knowledge of ophthalmic surgery.
- Follows company guidelines on reporting tools and processes throughout the pre & post sales phases.



### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

- Understands the purchasing structure of NHS & private organizations in order to facilitate the route to market.
- Experience within ophthalmology, either clinically or from an industry perspective.
- Ability to observe, question and learn from clinicians with regard to techniques and requirements.
- Driven to meet goals and looks for solutions rather than excuses when problems arise.
- Proficient at working as part of a team but also motivating oneself to work alone and manage own workload whilst out in the field.
- Problem solving mindset and the ability to find the correct path to progress opportunities through a sales cycle.
- Experience of consultative selling to maintain the company's professionalism & integrity whilst ensuring time is spent on the areas that will offer most likely yields for oneself.
- Analysis of sales and the use of modern software tools to manipulate and understand sales data.

### **MINIMUM REQUIRED EDUCATION AND EXPERIENCE**

- Educated to degree level is desirable but not essential, experience over at least 2 years in ophthalmic sales will also be considered comparable.
- Theatre sales experience is essential as is a history of selling into the NHS.

### **OTHER REQUIREMENTS**

- A clean driving license and the ability to drive for extended periods of time given the size of the territory.
- May require occasional travel.

Interested? Submit a cover letter and C.V.  
to [TalentAcquisition@bvimedical.com](mailto:TalentAcquisition@bvimedical.com)



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*The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.*

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