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| **Title** | **Sales Product Specialist** |
| **Position reports to** | **Sales Manager Australia & New Zealand** |
| **Positions reporting to this one** | **None** |
| **Employment Type** | **Fulltime** |

# Summary of Role

The **Sales Product Specialist** is responsible for:

* + - * Increasing sales of SDI products via established selling channels in a specified territory
			* Client/account management, lead generation and achieving sales targets in a specified sale territory
			* Conducting work in a safe manner and demonstrating a strong commitment to SDI’s values of passion, accountability, respect, teamwork and innovation

# Specific Responsibilities

* + - * Increases sales of SDI products within the territory according to a predetermined budget for both direct sales and distributor sales.
			* Applies a consultative sales approach to develop customer business relationships with direct dental accounts
			* Performs oral presentations and demonstrations to dentists and dental office personnel to promote the benefits of using SDI products
			* Calls on and assist established dental dealers/distributors and build relationships with their sales management, marketing management and sales representatives
			* Trains distributor's sales representatives to sell SDI products to their customers
			* Conducts sales presentations to both our direct customers and our distributor sales teams
			* Co-travels with our distributor sales representatives to dental clinics
			* Visits dental schools, universities and government hospitals to educate, promote and sell SDI products
			* Effectively manages and grows key corporate accounts that exist within assigned territory in conjunction with the SDI sales management team and taking into consideration broader business strategies to uncover large opportunities
			* Attends regional, state and national trade shows and functions
			* Follows assigned marketing programs and plans
			* Plans and executes marketing and promotional events
			* Extensive follows-up via letters, emails and lead mailings to both sales representatives and dentists
			* Completes daily and weekly reporting of activities, competitor activity and future plans via CRM with monthly summary reporting
			* Recommends improvements and opportunities within the territory
			* Travels both within and outside the territory
			* Manages company personal expenses

**Key Relationships (internal and external)**

* + - * Customers
* Key Customer Accounts
* Key Opinion Leaders / Lecturers
* Distribution Channel Partners – Sales and Marketing Teams
* National Sales Manager
* Marketing Product/Brand Managers
* Customer Service Team

**Job Environment**

* The role is field based sales within an assigned geographic territory with home office requirements
* As a salaried position working hours are not bound by normal business hours - whatever work is required in order to meet the demands of the role is expected
* Local, interstate and international travel as required.
* Occasional travel to Melbourne Head Office will be required.
* A company car including associated expenses, computer and mobile phone are provided as tools for the role.

**Essential Qualification/ Experience**

* Either dental or sales experience preferred
* Tertiary Education Qualification in Hygiene, Therapy or Dentistry is highly favourable
* A sales professional with proven ability to meet sales targets in the dental industry is ideal
* A sound understanding of the sales process
* Established network within the dental industry exhibiting maintained ongoing relationships with dental professionals
* A current Australian or New Zealand driver’s license is required

**Essential Skills, Knowledge and Attributes**

Personal Qualities

* + - * High level of self-motivation and positive mental attitude
			* Determination to succeed
			* Ability to work with a diverse range of people

Knowledge and Skills

* + - * Exceptional planning and organizational skills
			* Problem solving ability
			* Ability to build strong relationships with internal and external clients
			* Developed self-leadership skills;
			* Strong negotiating skills

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| Employee Signature: |  | Date: |  |
| Manager Signature: |  | Date:  |  |