

Position Description

Position title	Sales Manager - Oncology
Reports to	Business Unit Manager, Oncology
Function	Sales

Key Result Areas	Accountabilities
Organisational strategy implementation	<ul style="list-style-type: none"> • Ensure sales territory Operating Plans align with and drive the success of MPL business priorities, brand strategies and campaign objectives • Monitor implementation of TOPs and ensure that adjustments are made to take advantage of emerging opportunities and mitigate identified risk • Ensure development of a high performance, high engagement culture within territory sales teams • Implement innovative and commercially sound sales initiatives within territory
Sales performance	<ul style="list-style-type: none"> • Ensure effective implementation of state sales strategies within territory • Ensure territory sales targets are set, agreed communicated and achieved • Monitor territory sales performance in sales, identify trends, opportunities and threats, and adjust sales strategies and tactics to secure target performance • Prepare and deliver monthly territory sales performance reports • Identify competitor tactics in territory, and devise and implement initiatives to counter competitor strategies
Sales force effectiveness and capability development	<ul style="list-style-type: none"> • Ensure targeting approach within territory effectively identifies high value customers, and enables sales team to focus activity in the most efficient and effective way • Ensure all representatives enter required data into sales systems and adhere to the guidelines regarding data input and synchronisation • Establish territory coverage and frequency goals for customer groups which maximise sales activity impact • Monitor and evaluate territory sales team effectiveness through call coverage and frequency data, and make adjustments as required based on call data evidence • Monitor in-field activities of sales representatives, ensuring messaging is on strategy, and detail aids and collaterals are being used as intended • Identify and build territory sales team capabilities required to sustain competitiveness and achieve long term strategies, providing focused on-the-job coaching to build capability of individuals • Establish annual territory sales team budget, track performance to budget monthly, and ensure operations meet budget targets • Ensure the effective utilisation of all educational and promotional budget funds within territory • Achieve required in-field time • Monitor and evaluate the performance and efficiency of the territory team, including sales results, activity levels, return on investment, and product knowledge
Customer relations and compliance	<ul style="list-style-type: none"> • Establish effective relations with all relevant associations (eg. Hospital Pharmacy Association, Pain Society, Palliative Care Organisations), key customers and wholesalers, and teaching hospitals • Establish and leverage customer relationships for business intelligence, as well as sales & market share performance • Ensure customer profiling within territory is up to date • Ensure all regulatory and governance requirements relevant to the marketing and promotion of MPL products, including Medicines Australia Code of Conduct and QUM, are clearly communicated to all territory team members and are fully complied with



People, leadership and culture	<ul style="list-style-type: none"> • Demonstrate and champion MPL Leadership Behaviours • Clearly and effectively communicate MPL long-term strategic direction and desired culture across the sales force • Ensure a highly engaged, high performing team • Ensure all employees within the territory have clear performance expectations, receive regular documented feedback on progress throughout the year, and have performance and contribution reviewed and appropriately recognised • Ensure underperformance (deliverables and behaviours) is identified early, and promptly and effectively corrected • Conduct performance counselling and management in accordance with MPL approach • Champion and lead cross functional ways of working
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Person Specification	
Professional experience	<ul style="list-style-type: none"> • 1+ years' experience as a first line manager of hospital sales representatives in the pharmaceutical industry • 5 years' experience as a sales representative in the pharmaceutical industry