

Position Description

Position title	Hospital/Specialist Representative
Reports to	Sales Manager
Function	Sales

Key Result Areas	Accountabilities
Sales effectiveness and therapeutic and commercial acumen	<ul style="list-style-type: none"> • Achieve sales targets for all detailed products on designated territory • Ensure highly effective selling skills are employed in each call so that call objectives are met • Achieve call coverage and frequency targets for HCPs on territory, Target call volume, and cycle plan initiatives • Ensure time in field maximises call opportunities • Ensure all calls comply with all aspects of product marketing strategies, reflect Quality Use of Medicines, and deliver correct messages with approved language and materials • Ensure detail aids, clinical papers and other support materials used appropriately and effectively at each call • Ensure the provision of therapeutic information to HCPs is medically correct (factual) and aligns with approved marketing strategy and the needs of the HCP
Territory planning and execution	<ul style="list-style-type: none"> • Develop a Territory Operational Plan which reflects territory dynamics, is always up to date, and actively incorporates and responds to emerging market intelligence • Ensure an Educational Meeting Program is fully planned with appropriate HCPs invited, and in all instances implemented effectively, professionally and in full compliance with MA guidelines • Ensure meeting attendees followed up within a reasonable period of time, with discussion re-enforcing learning outcomes and product benefits • Ensure interactive workshop activity drives awareness of MPL product resulting in trial and formulary inclusion within the hospital • Ensure suitable speakers are sourced and appropriately briefed and followed up, and that KOL/Speaker engagement/development plans are created and implemented • Proactively seek opportunities for promoted product to be listed on hospital formularies and ensure completion and submission of formulary documents
Customer engagement	<ul style="list-style-type: none"> • Ensure all medical inquiries or customer complaints are followed up quickly and ensure that satisfactory solutions are obtained for both the external and internal customers • Represent, and act as an ambassador for, MPL, at all times demonstrating professionalism and alignment with the Company's Mission and Values • Identify key influencers on territory, establish their drivers and needs, and develop opportunities to engage them in MPL initiatives • Builds productive networks to deliver mutual benefit to MPL, key HCPs and other key customers on territory
Administration and compliance	<ul style="list-style-type: none"> • Ensure weekly plans are updated and accurately entered into Eureka! • Enter call data into Eureka! as required, and utilise the features of Eureka! to build insight into territory performance • Ensure territory expenses remain within the agreed budget, and maximise the value of all territory spends • Regularly update territory customer database to ensure it is accurate and amend target information as required • Ensure all activities in your territory comply with Medicines Australia guidelines, legal and ethical standards, and all other relevant MPL policies
Team dynamics, culture and leadership	<ul style="list-style-type: none"> • Demonstrate MPL Values in interactions with colleagues • Actively and productively participate in and contribute to team meetings, planning processes, and team building initiatives • Share insights and understandings with new colleagues to enable them to succeed • Demonstrate alignment with a the goals of a high performance, high engagement culture

