

## JOB DESCRIPTION

### *Distributor Manager - Mexico*

#### **Prime Function**

To develop and grow ADInstruments distributor sales in line with the company's objectives.

#### **Key Responsibilities**

- Prioritise markets and determine market entry strategies for new regions and for new and existing product portfolios.
- Collect and analyse market data to drive growth and develop markets.
- Develop an understanding of current and future market trends that may impact ADInstruments sales.
- Assign sales territories and set and enforce sales goals with distributors.
- Ensure revenue targets of distributors are achieved within the responsible territories.
- Establish and lead regular meetings and conference calls with distributors.
- Train distributors to ensure continual improvement in capability, knowledge, customer service, performance and profitability.
- Ensure distributors are equipped with the necessary sales skills to represent ADInstruments through coaching individuals in the field and personally observing the performance of distributors.
- Assist distributors with client training as required.
- Implement new sales strategies and techniques with the distributors.
- Establish and enforce pricing and discount policies.
- Prepare and execute annual reviews of distributors.
- Monitor lead pipelines.
- Develop an accurate and realistic annual budget plan and monitor performance to budget.
- Develop and execute monthly and quarterly reports in a timely and efficient manner.
- Prepare monthly sales forecasts for the upcoming three to six months.
- Develop and maintain relationships with key customers in each territory, whilst facilitating ongoing product training and support.
- Provide regular written and oral presentations.
- Attend trade exhibitions.
- Establish and maintain effective working relationships with distributors and other members of the ADInstruments team.
- Significant domestic and international travel required.
- Other related tasks as required.

#### **Relationships**

**Directly Responsible to:** General Manager North America

**Functional Relationships with:** ADInstruments North America and international office staff  
Distributors in Mexico and Central America  
Customers

### **Expected Outcomes**

- Distributor sales activities meet the objectives set in conjunction with the General Manager.
- Distributors are equipped with the necessary skills to increase performance and profitability.
- Customer support and training capabilities of distributors is improved through ongoing product training and support.
- Customer relationships are maintained and improved through exceptional customer service.
- Budgets are well managed and adhered to.
- Operating costs are managed and improved, achieving continual growth and profitability.
- Reporting is of a high quality and administered in a timely manner.
- Company processes are adhered to and improved through innovative thinking.

### **Person Specification**

- A tertiary qualification in a life science or biomedical engineering.
- Significant sales management experience.
- Bi-lingual – Spanish and English
- Excellent communicator with the ability to motivate distributors and effectively engage with customers.
- Ability to develop training programmes for distributors.
- Highly motivated self-starter, with the ability to think innovatively and work independently.
- Demonstrated organizational and time management skills.
- Strong relationship and networking skills.
- Commercially astute with strong negotiating skills.
- Proven experience conducting market analysis and identifying new territories.
- A high level of business acumen.
- Ability to work with people across different cultures and nationalities.
- Ability to work effectively under pressure.
- The drive and commitment to achieve personal and company goals.
- Knowledge of Salesforce.com is desirable.
- The ability and willingness to travel both domestically and internationally.