

<b>Position Title:</b>	<b><i>Sales Representative – Brazil</i></b>	<b>Department &amp; Cost Center:</b>	Laerdal do Brasil
<b>FLSA Status:</b>	<b>Exempt</b>	<b>Supervisor:</b>	Regional Sales Manager
<b>Grade Level: (HR Use Only)</b>		<b>Date Approved by HR:</b>	

**Position Overview:**

This person will be responsible to achieve annual sales and/or profit goals through efficient management and satisfaction of customer needs within assigned.

Those in this level 2 role have successfully completed a minimum of 18 months in the level 1 role. They exhibit leadership qualities and are utilized for training responsibilities as well as other special projects.

The territory objective of this position is **Brazil**. The candidate must live or be available to move to Sao Paulo – Brazil.

**Essential Duties and Responsibilities:**

- 1) Provide quality service to Laerdal’s internal and external customers in all assigned tasks, while upholding Laerdal Values at all times
- 2) Achievement of assigned sales quotas by maximizing promotion and sales activity on Laerdal products
- 3) Efficient management of EMS, professional education, health care and distribution relationships.
- 4) Responsible for consultative sales and promotion of Training & Therapy products within customer segments in assigned territory Andean
  - Develop and maintain territory coverage plan,
  - Routine coverage of key assigned accounts,
  - Proper presentation of key products as directed,
  - Communicate regularly with all members of assigned territory team
  - Full product line presentation using the ‘Create-a-Lab’ concept.
  - Efficient use of and knowledge of the Circle of Learning methodology
- 5) Responsible for market development activities:
  - Focus on development and maintenance of key accounts, regional reference sites & Centers of Excellence
  - Perform product in-service training to ensure customer satisfaction, as needed
  - Frequent market feedback on products, competition and market conditions to Product Marketing
  - Develop and maintain territory specific information relative to competitors and distributors in the market mix.
  - Develop, maintain and deliver accurate information on lost business
  - Assist in the planning and implementation of Simulation User Group meetings or other customer forums held in assigned territory
- 6) Actively probe for all Laerdal products and refer leads to the appropriate sales representative via CRM system.
- 7) Generate ideas that contribute to territory, business unit, company mission and profitability.
- 8) Timely and accurate fulfillment of Sales Administration duties:
  - Expense Reporting within guidelines outlined in Laerdal Travel & Entertainment Policy
  - Sales Call Reporting

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an “at will” relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.

- Reporting on conferences, trade shows and/or workshops
- Telephone contact with Region Team Manager
- Orderly management of Company assets
- Update customer data base via Latin America Management Process
- Special team assignments as required

**Responsibility and Decision Making Authority:**

- Act independently; Decision making within Company policy

**Qualifications/Competencies/Position Requirements:**

*Knowledge, Skills, and Abilities:*

- Strong closing skills. Prior attendance at formal sales training courses a plus.
- Organizational skills for proper territory planning/management.
- Working knowledge of healthcare, EMS and medical education market segments within assigned territory.
- Demonstrated record of achievement in prior sales position.
- Excellent oral, written and telephone skills. Strong interpersonal skills.
- Ability to learn and retain product specific information as it pertains to the position.
- Knowledge of anatomy and physiology of cardiovascular system a plus.
- Computer literate with knowledge of word processing applications and Excel spreadsheets.
- Valid Drivers License required
- Fluency in English and Portuguese

*Education and Experience:*

- Bachelor's degree in life sciences or business (preferred) and three years sales experience with medical disposable or capital equipment; OR, Associates Degree in above mention fields of study, supported by 3 years of sales experience.

*Licensing and Certification:*

- Not Applicable

**Working Hours:**

- Hours may vary and will require evening and weekend work depending on business needs and will require working overtime

**Working Environment:**

- Work usually performed in a office setting or customer setting

**Tools and Equipment Used:**

- Personal computer, copier, fax, phone, and other standard office equipment

**Travel:**

- Ability to travel as required by role.

**Physical Demands:**

- Ability to lift and carry 50 Kg on a regular basis
- Digital dexterity and hand/eye coordination in operation of office equipment
- Ability to speak to and hear customers and/or employees via phone and in person
- Body motor skills sufficient to enable incumbent to move from one office location to another

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