

Title: C-RAD Regional Sales Manager – Middle East

Summary: We are seeking a highly motivated and experienced individual to join our team as a Regional Sales Manager. Reporting to and working with the Senior Distributor/Sales Manager, the ideal candidate will be responsible for achieving the sales target and managing and overseeing all aspects of our medical device distribution network in the middle east. This includes, building close working relationships with our existing network of partners and assessing their performance, identifying potential new distributors, providing training and support, and ensuring compliance with regulatory requirements. The Regional Sales Manager will play a crucial role in driving sales growth and expanding our market presence in the region.

Responsibilities:

Distributor Network Management:

- Identify, evaluate, and help onboard new distributors in target regions/markets.
- Develop and maintain strong relationships with existing distributors, providing ongoing support and assistance.
- Monitor distributor performance, sales trends, and market dynamics to identify opportunities for growth and improvement.

Sales activities:

- Achieve sales target.
- Identify and qualify new leads through various methods such as, distributor relationships, networking, social media outreach, attending industry events, and leveraging lead databases.
- Conduct presentations and demonstrations to showcase how C-RAD's products and services meet the needs of the potential client. Presentations can be conducted alone or together with the local distributor.
- Work with distributors, the Senior Distributor/Sales Manager, and other departments within C-RAD to ensure a seamless customer experience to close deals.
- Utilise the CRM platform and keep it up to date.

Training and Support:

- Develop and implement training programs for distributors to ensure a thorough understanding of our products, features, and benefits.
- Provide ongoing support and technical assistance to distributors to address any product-related issues or challenges.
- Coordinate with internal teams, including sales, marketing, and customer service, to provide comprehensive support to distributors and end-users.

Market Analysis and Strategy:

- Conduct market research and analysis to identify trends, competitive landscape, and opportunities for growth.
- Develop and implement strategic plans to expand market penetration and increase sales through the distributor network.
- Collaborate with marketing and sales teams to develop promotional campaigns, sales materials, and other initiatives to support distributor efforts.

Regulatory Compliance:

- Ensure that all distribution activities comply with applicable regulatory requirements, including FDA regulations, ISO standards, and other relevant guidelines.
- Stay updated on changes in regulatory requirements and industry standards and implement necessary changes to ensure compliance.

Qualifications:

- Bachelor's degree in business, marketing, life sciences, or related field (advanced degree preferred and experience in radiotherapy preferred).
- Proven experience in medical device distribution management or related field, with a minimum of 3 years of experience.
- Strong understanding of medical device industry regulations and compliance requirements.
- Excellent sales, communication, and interpersonal skills.
- Ability to travel domestically and internationally as needed.
- Demonstrated ability to work effectively in a dynamic, fast-paced environment.
- Proven track record of driving sales growth and building successful distributor networks.
- Proficiency in Microsoft Office Suite and CRM software.

This position offers an exciting opportunity to play a key role in expanding our presence in the medical device market and driving sales growth through effective distributor/sales management. If you are a motivated, results-oriented individual with a passion for the healthcare industry, we encourage you to apply.