

MEDICAL REPRESENTATIVE

Division / Department: **DAIICHI SANKYO BELGIUM**

Reports to : **REGIONAL BUSINESS MANAGER**

1. Context

The Medical Representative is part of a team of medical representatives. He/she is visiting the medical target group (general practitioners, specialists, hospitals, pharmacists, etc.). The aim of these visits is to inform and promote to the target group the Daiichi Sankyo Belgium products and their merits, including services. By doing so, prescriptions for our products are generated and lead to product orders from wholesalers and hospital pharmacies – the main commercial customers. Product budgets and strategies (e.g. positioning) are agreed upon with the Regional Sales Manager and the National Business Director.

2. Purpose of the job

Initiate, coordinate, promote and follow all sales activities for all products in promotion in a well defined product line and geographical area (sector) in order to reach the predefined sales objectives and increase sector market penetration of the different products of the product line within existing and new to develop clients.

3. Result areas


Customers

Visit a target group of customers with the right coverage and frequency. Develop a network of regular contacts with physicians, pharmacists, and key accounts for Daiichi Sankyo Belgium products and assure appropriate follow-up in order to enhance visibility of the company and realize product acceptance and use.

Core activities include but are not limited to:

- Daily visits to target customers
- Planning and follow-up of sales activities and customer visits
- Develop and maintain a regional network of physicians

The distribution of medical samples has to be executed according the requirements of the Royal Decree of January 11th, 1993.



Business Planning

Assure that all customer visits and sales activities in the sector are in line with product strategies, discussed and agreed with Regional Sales Manager, National Business Director and marketing, in order to assure correct product promotion and use and customer continuity. Analyse sector sales and activity data for all products in promotion and activities in order to optimize territory management and return on investment.

Core activities include but are not limited to:

- Monitor and review the performance against objectives
- Analyse the sales results and establish action plans
- Reach defined sales objectives
- Collect and analyse feedback given by the customers
- Participate to sales meetings (team meetings, sector meetings, seminars, national meetings, cycle meetings, etc.)
- Optimize the targeting and targeting procedures (Infonis, Xponent, IMS, etc.)
- Optimize territory management, covering and frequency of visits to core customers

Communication

Communicate on an ongoing basis with the Regional Sales Manager about the sales region, implementation and follow-up of product strategies and field feedback in order to improve product performance and reach sales results for the sector.

Core activities include but are not limited to:

- Regular co-visits and meetings with the Regional Sales Manager to update plans and objectives
- Regular meetings with sector team colleagues and product line colleagues



Reporting/Administration

Assure correct reporting of all activities about products, sector activities and proper administration in order to stimulate constructive feedback and improve sector performance and administrative follow-up.

Core activities include but are not limited to:

- Make all administrative tasks and requests within the prescribed time
- Analyse monthly reports covering/frequency/activity
- Make correct budget requests by following the DSBE internal procedures
- Follow up of field visit reports, meeting minutes and reports
- Use the working tools, the material and samples according to the employer instructions
- Observe the DSEUR SOP and the DSBE internal procedures
- Perform its job by having in mind the commitment made by any DSBE collaborator about the observation of the rules of Good Control of the Business.

«User_First_Name» «User_Last_Name»

Date & Signature

