

Farfield

illuminating the molecular world...

JOB DESCRIPTION

European Sales Manager x 2

Purpose

To achieve the sales and profit targets for Farfield's **AnaLight**[®] products in the European market and establish an environment for growth within this market. To sustain and enhance Farfield's reputation for excellent levels of customer service, quality and reliability.

Job Context

Farfield Scientific is an innovator and global supplier of analytical instruments that address the emerging and evolving measurement demands of the **Biophysics, Surface Science** and **Nanotechnology** communities. These disciplines provide the most demanding measurement challenges facing scientific research over the next decade.

In **Biophysics**, Farfield's proprietary technology is the first that is capable of revealing the intimate and complex relationship between structural change and function in biological molecules in real time. Application areas include biophysical characterisation, bio-molecular interaction studies, diagnostic development and biopharmaceutical analysis.

In **Surface Science** and **Nanotechnology**, Farfield develops and markets solutions to the physical scientist, providing unique insights into the structure and behaviour of biomolecules, polymers and fine chemicals on a range of surfaces, including many relevant to FMCG industries. Applications also include detailed characterisation of the molecular behaviour of bio-films and biocompatible surfaces, at market-leading levels of sensitivity and resolution.

Since being founded in 1997, Farfield's philosophy of innovation and analytical excellence has created a portfolio of scientific instruments based on quantifiable measurement and rigorous verification rooted in a thorough understanding of the principles of scientific measurement. This philosophy has won Farfield many international awards and support throughout the global research community. Farfield is committed to pursuing the ultimate in measurement at a sub-atomic scale, illuminating the molecular world. Further information on Farfield can be found at www.farfield-group.com

Responsibilities

- To achieve the Company's sales and profitability targets for predominantly the European market (with some focus on the other international markets).
- To achieve and exceed expected target levels of all activities for the territories. This will be achieved by a mix of direct selling in territories with no Farfield representation, and also by direct selling and distributor support where we have distributors in place.
- To develop sales of Farfield's **AnaLight**[®] products predominantly in Europe, by making regular visits to new prospects and existing customers.
- To identify and implement opportunities at the Company's identified key

accounts where close co-operation with the technical support function will lead to greater commercial opportunities. Establish and maintain active contact with scientists and purchasing managers.

- To organise, prepare and present seminars for customers (in the territory), to raise the profile of the company's products and to support new product launches.
- To give presentations at exhibitions and conferences to promote the Company's products as required.
- To maintain awareness of the competitiveness of Farfield's product pricing and discount structures, negotiating discount rates with customers when necessary, within the constraints of volume and profit targets, and managing circumstances requiring significant alterations to accepted price and discount policy with supporting justification.
- To continually monitor and accurately forecast territory performance against budget and, when deviations occur, to propose and implement appropriate corrective actions.
- To maintain up-to-date knowledge of competitors' activities, products, campaigns, innovations etc., through field reports, personal contacts, attendance at exhibitions etc. and reporting on significant features and making recommendations for improvements to existing products as appropriate.
- Provide a high level of customer service and responsiveness to both new and existing customers
- Keep the company CRM database up to date with all contact details and customers' notes / information.

Reporting Requirements

- Position reports to Sales and Marketing Director.
- To submit regular monthly forecasts and activity reports and provide other sales prospect data.
- To conduct all customer contacts and business in a legal and ethical manner, and to report any noted deviation from company established standards.

Job Knowledge, Skills and Experience

- A degree/degree equivalent or higher in Chemistry, Material or Biosciences or a related science.
- A good knowledge of surface science techniques and a proven ability to rapidly absorb technical product information.
- At least 3 years successful field sales experience.
- A proven track record of growing sales and increasing market shares in relevant markets.
- Extensive experience of direct selling in the UK or European scientific instrument market.
- Strong negotiating/persuading, and motivating skills.
- Sound business skills and judgement with entrepreneurial flare.
- A second European language is essential.
- Proven track record in providing an excellent level of customer service.
- Must have the ability to work on own initiative

- Must possess high level communication and interpersonal skills.
- Proven track record showing ability to influence and persuade in a commercial environment
- Must possess a full UK driving license

Remuneration

Competitive package offered, based on experience, including car allowance and performance-related bonus scheme

Location

Position may be home or office based dependent on the successful candidate. The Farfield main office is in Cheshire, and the candidate would be expected to attend regular meetings there.

A significant amount of time will be spent travelling internationally and the holder will be expected to stay away from home as required so access to good air links for a home based candidate are essential.