

Job 20201027#1 description:

Position Title: Sales Specialist – Genomics

Report to: Regional Sales Manager

Location: Brisbane (may consider Melbourne if you're a strong candidate)

BGI Australia has an exciting opportunity for the position of Sales Specialist-Genomics.

Principal Accountabilities:

- Responsible for formulating and implementing effective sales plan, achieving the regional sales goals within the forecasted budget, and developing key account sales strategy.
- Understand and master the company's current portfolio of products and services. Stay abreast of technology developments, market competition, laws and regulations relevant to the business. Use resources and conduct research to identify the sales plan and strategy for different market segments.
- Carry on regional business analysis and report to regional managers on a regular basis. Evaluate the budget performance, product performance, operational efficiency, and report recommendations and results to the team leader.
- Screen for relevant business opportunities in R&D, clinical and pharmaceutical fields; develop and maintain relationship with key opinion leaders; use clients' resources and feedback to expand the influence of BGI, and to safeguard key market opportunities.
- Participate in national and regional conferences, trade fairs and company meetings.

Organisation:

- Report to the regional sales manager.
- Work in coordination with project managers, production teams and others to guarantee the smooth implementation of the projects, and timely and correctly communicate the project status to the clients.
- Work closely with the product managers to promote product development through collaboration with key customers.
- Understand BGI's values and expand BGI's vision in the markets.

Key Challenges:

- Think outside of the box and implement alternative strategies to prospect business opportunities and stand out from the competition.
- Market and business awareness: Prove the value of BGI's products and services.
- Offer value to the client: get a deep understanding of the client's needs and pain points.
- Time management: create a solid selling message and reach out.

Job Knowledge, Skills and Experience:

- Experience in working with medical doctors, GP and specialists including hospitals and private clinics.
- In-depth knowledge of NGS, IVD and Translational markets and of customer needs in this industry.
- In-depth knowledge of selling next generation sequencing and other genomic services such as microarray, genotyping, in vitro diagnosis, etc.
- Excellent communication, analytical and organizational skills.
- Willingness to travel. Fluency in English language.

Competences:

- Significant past experience in similar positions, at least 3 years of experience in customer management in the biotechnology industry.
- Master's degree or above in biology, biochemistry, molecular biology, bioinformatics or equivalent.

To submit an application for this role, all applicants must supply the following documents: a cover letter to address the selection criteria listed above and your résumé to bgi-australia@genomics.cn. You must have the legal right to work in Australia to apply for this job.