

Medical Sales Representative Job Description

Duties and Responsibilities:

- Contact medical professionals such as doctors, pharmacists, and medical technicians to offer them products and services via calls and arranged meetings
- Conduct surveys to identify potential customers and target market for specific products/services
- Prepare and present business proposals to clients to indicate interest in providing sales offer
- Deliver sales pitches to convince clients to order or purchase medical products/services
- Provide demonstration of products to highlight its qualities and efficacy
- Build and maintain positive work relationships with clients to create a rapport that allows for future business deals
- Help resolve any issues or customer complaints regarding a product or service
- Organize sales campaigns to create awareness and increase product publicity
- Monitor industry trends to identify product demand, degree of competition and price of competing products
- Work in line with company policies to meet and exceed set sales targets
- Develop and implement strategies for expanding customer base and on the other hand minimize clientele attrition
- Maintain proper record of accounts/sales operations and present periodic reports to management on business activities
- Conduct price negotiations with clients to strike a profitable bargain
- Carry out research to obtain information relevant in meeting the scientific and business needs of medical professionals
- Participate in conferences and seminars to improve on existing job knowledge and expand personal network.

Medical Sales Representative Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** To become a medical sales representative, you require a Bachelor's degree in a science discipline like biology, chemistry, or engineering. A strong background in sales is also necessary to secure the job. Employers usually provide on-the-job training to bring employees up-to-speed on sales operations
- **Communication Skill:** Medical sales reps are adept at interacting with medical professionals to offer them products and services
- **Persuasive Qualities:** Medical sales representatives are able to conduct product price negotiations to reach a favorable bargain for both the client and manufacturer
- **Negotiation Skills:** Medical sales reps are able to conduct product price negotiations to reach a favorable bargain for both the client and manufacturer.