



## GESCO HEALTHCARE PVT.LTD.,

Natural Remedies Division,

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www.gesconaturals.com

We are Manufacturers of Surgical Instruments and Implants, for more than five decades, now diversifying into many related product divisions and business verticals, newly launching specialized products for Infection Prevention & Control, in Hospitals.

Our website: [www.gesconaturals.com](http://www.gesconaturals.com)

Marketing & Sales Position - Hospital Products

### **Job Code: M&S/HSD**

### **Job Description:**

We have openings with High Growth Potential for Marketing & Sales managers and executives (MALE / FEMALE) in our new Antimicrobial products division for Hospital Sales.

Because of the success of the company in recent years, a new product division and certain suitable positions have risen for a highly qualified and result oriented marketing & sales people.

Positions available in each area / state are:

1. Business Development Manager
2. Regional Business Manager
3. Area Business Manager
4. Business sales Executive

Each candidate applying for the post, may decide the post applied for based on his/her own qualifications and past experience.

The Marketing & Sales managers and executives for Hospital Sales, will be responsible to manage all the relevant aspects of marketing and sales activities including management and growth of existing accounts and the identification and development of new business opportunities to both corporate and public sector and private ( care homes, nursing homes, hospitals etc.) markets.

The above mentioned positions include responsibilities for developing business plans and strategies to expand the customer base and maximize income for the company as well as the formation and management of a highly experienced sales team by managing targets and increasing revenue by well-balanced strategies and use of resources, training and motivational skills, depending on the position in the team hierarchy in each state.

The Marketing & Sales managers and executives will have his or her own area to sell but will also spend needed time with their sales force, based on their position in the team hierarchy.

Marketing & Sales managers and executives job responsibilities will be:

- To build a market position by locating, developing, defining, negotiating, and closing business relationships.
- To identify trendsetting ideas by researching the customer/market segment and related events, publications, and announcements; tracking individual contributors and their accomplishments.
- To locate and propose potential business deals by contacting potential partners; discovering and exploring opportunities.
- To screen potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities.
- To develop negotiating strategies and positions by studying integration of new opportunities, company strategies and operations; examining risks and potentials; estimating partners' needs and goals.
- To close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- To protect the organization's value by keeping information confidential.
- To update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- To enhance the organization's reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- To generate sales of products to hospitals, healthcare organization, long term health organizations or other markets.
- To develop new business through sales to new clients or additional sales to current clients.
- To consistently and constantly generates leads.
- To be able to sell in complex environments, involving multiple decision-makers, hence working knowledge of the healthcare industry, as well as products is a must.
- The sales cycle may involve prospecting, relationship building, product demonstrations, presentations, preparation of proposals and contract negotiations.
- Some degree of travel is typically involved for all sales positions, within the allocated area.

## **Candidate Requirement**

The applicant for any one of this job position will need to have:

- Considerable previous experience in sales management and proven leadership in managing a team.
- Track record of building strategic alliances that impact sales.
- Must have a comfortable driving initiatives with large industry players as well as startups.
- Ability to track and evolve business and technology strategy.
- Comfort of working at all levels to shape and align strategic initiatives.
- Strong collaboration skills across diverse groups.

- Excellent communication skills at all levels. The role demands excellent interpersonal and communication abilities combined with commercial and negotiation skills.
- Excellent proficiency in computer use for daily reporting and MIS statements
- Successful track record in B2B sales and B2C selling of Healthcare products.
- Most important is the ability of the Marketing & Sales managers and executives to identify, develop and close sales along with the ability to assimilate and communicate technical aspects of a product to the medical / private health care community.
- Should also display strong skills in the use of relevant applications as well as a comprehensive understanding of the company's products and services.
- Develop a sales strategy for each prospect and/or client to identify cross-selling and/or up-selling opportunities.
- Establish rapport and builds client relationships through understanding the client's business, organization, goals and needs.
- Implement the sales process to initiate, engage, and follow up with client contacts and interactions.
- Write professional e-mails, letters, Letters of Understanding (LOU's), proposals and other business correspondence.
- Schedule trips, develops itineraries and prioritizes calls to ensure maximum of use of time while controlling travel costs.
- Maintain current knowledge of products and services, healthcare industry issues, and healthcare research.
- Create and grow new business and technology partnerships with healthcare vendors, or technology partners with a healthcare focus..
- Create and execute go-to-market strategies that align with healthcare partners.
- Contribute to strategic direction through activities with various partners.
- Support executive and product group efforts to develop enhanced solution
- Most important of all, have the ability to work aggressively in the field

We are only Seeking CANDIDATES who possess:

- Extraordinary skills in Strategic marketing with keen business acumen in analyzing & understanding Business requirements, Customer-Value maximization, Developing new Business & Revenue streams, Management & Decisive Leadership Skills, Designing Innovative Policies, Market Penetration & Intelligence, Channel Management, Analytical Skills, Brand Development, Ability to travel extensively within the territory.
- Candidates Must be: Result oriented with Proven Capabilities, a Consistent Performer, Focused with Best work habits, Computer Proficient, Multi Lingual, above all have Passion for Aggressive Growth & Development.

**Experience:** Min 5 to10 years, depending on the job designation applied for.

**Qualification:** Preferably a Post Graduate in Bio technology / MBA Marketing

## **Compensation Details**

LOCATION: Each position will have its own territory, region, area within each state

EXPERIENCE: MINIMUM 5 to 10 YEARS EXPERIENCE IN HOSPITAL / SURGICAL PHARMA IN SENIOR/ MIDDLE LEVEL POSITIONS.

Candidates with experience in Disinfectants markets would have an additional advantage. Specific product / sector knowledge is not required as full training will be provided but any experience gained in the field of medical sales or private sector - hospitals / care homes / hospices etc. would prove extremely beneficial.

AGE: NO BAR

COMPENSATION: BASIC - COMMENSURATE WITH LEVEL OF EXPERIENCE & KNOWLEDGE

INCENTIVES - PURELY PERFORMANCE BASED (WITH NO LIMITS)

Mail your latest Resumes with your passport photograph with a complete & detailed profile on your past and present product experience to - [oliver@gesconaturals.com](mailto:oliver@gesconaturals.com)