



## Job Description

<b>Job Title</b>	Technical Consultant		
<b>Job Code</b>		<b>Date:</b>	June 2010
<b>Supv. Title</b>	Sales and Marketing Director	<b>Dept:</b>	Breast Aesthetics
<b>Prepared By</b>		<b>Div/Region</b>	Australia / New Zealand
<b>Approved By</b>			
	<b>Supervisor</b>		<b>Human Resources</b>
	<b>Employee</b>		<b>Corporate Compensation</b>

### JOB SUMMARY:

Promoting the Allergan range of Breast Aesthetics products and achieving agreed sales goals for by establishing and developing effective business relationships with customers, physicians and hospital support staff. Influencing the sale and market growth of the Allergan range of Breast Aesthetics products, assessing customer needs and requirements, and providing input into inventory management and the forecasting cycle.

Customer types include: Plastic Surgeons, Cosmetic Surgeons, General Surgeons and associated Allied Staff

### JOBS SUPERVISED (TITLES):

None

KEY DUTIES AND RESPONSIBILITIES	% TIME OR IMPORTANCE
<p><i>Sales Achievement</i></p> <p>Achieving or exceeding agreed sales targets for the Breast Aesthetics range of products. Driving an increased demand for the Breast Aesthetics range of products within the assigned territory / key accounts</p> <p>Developing strategic long term relationships with surgeons to promote the Breast Aesthetics range of products including spending time in surgery with key accounts</p> <p>Developing well thought out business plans and account profiles and executing sales and marketing strategies to achieve planned targeted revenue and drive further growth</p> <p>Developing business opportunities utilising the sales training framework with new and existing customers to maintain product loyalty, and increase market share. This includes the identification of KOLs and focus on building relationships and business opportunities with these customers</p> <p>Completing weekly/monthly reports and forecasts and submitting within deadlines</p>	
<p><i>Clinical Knowledge</i></p> <p>Maintaining an in depth understanding of Allergan's Breast Aesthetics products and anatomy for both Breast Augmentation and Breast Reconstruction</p> <p>Maintaining an in depth understanding the reimbursement/funding process for all products</p> <p>Maintaining an in depth understanding of Allergan's competitors and their product ranges. Being able to communicate the value difference.</p> <p>Monitoring market trends through personal contact with customers, suppliers and attendance at industry association meetings and seminars. Advising management of changes in competition, product availability or related matters</p>	

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*Account Management*

Conducting sales reviews

Continually informing and updating customers on recent industry achievements, trends, clinical trials and technology developments

Compiling and tracking each customer's current product choice, usage, purchase price, etc. and maintaining account analysis profiles utilising Salesforce.com. Keeping accurate, up to date records of all customer visits and agreements and maintain other data in an orderly and efficient manner

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*Other*

Participating in regular sales and marketing meetings and conference calls to set strategies and determine business plans

Ensuring all sales activities comply with legal and ethical standards, as well as MTAA/TGA requirements

Identifying and recording any problems relating to the product, procedure and quality system, within 24 hours

Developing, organizing and presenting product and sales training programs and workshops for customers and new Technical Consultants as requested

Managing business expenses within the budget provided

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**JOB REQUIREMENTS****Education and Experience:**

Successful completion of relevant tertiary qualifications – science or healthcare related degree

Minimum of 3 years experience within a sales role within the Surgical Devices industry, enabling a solid understanding of the Medical Devices industry

Strong sales background, with a proven track record of achieving targets / positive account management

Sound understanding of anatomy

**Essential Skills and Abilities:**

Demonstrates ability to absorb technical knowledge quickly and disseminate appropriately to all levels of healthcare professionals

Self motivated able to work independently and as part of a team

Professional verbal communication skills, with the ability to communicate respectfully on technical issues

Excellent interpersonal skills with the ability to develop rapport quickly

Effective negotiation, analysis and critical thinking skills

Ability to multi-task, prioritise and work under pressure within strict deadlines

Strong general computer literacy with Intermediate skills in Microsoft Word, Excel and Outlook

Works with a spirit of continuous improvement and innovation, creatively open to new ideas and methods

Genuine passion and enthusiasm for sales and the medical therapeutic market

**Key Interfaces:**

Allergan Sales & Marketing Director Breast Aesthetics

Allergan Marketing Manager Breast Aesthetics

Allergan Scientific & Medical Services Team

Allergan Customer Service Team

External Customers