



## **Regional Sales Manager (RSM)**

The Regional Sales Manager (RSM) is a first line leader responsible for meeting and exceeding product sales goals and the development and performance of all sales activities in their assigned market. The RSM is responsible for providing oversight and vision to the Field Representatives who report directly to him/her and for following guidance and direction passed down from Senior Sales Leadership.

The initial focus is on team recruitment, development, all sales activities (strategic and tactical) while building, training, coaching and maintaining a cohesive and effective team of Field Representatives. Through sales leadership and management of his/her team, the RSM will translate the brand strategy into their local market to drive uptake for the brand.

The RSM reports to the Area Sales Director (East or West).

### **Job Responsibilities and Competencies:**

- **Leadership & Perseverance**
  - Attracts, selects and retains top-notch talent
  - Energizes team members to embrace the ambiguity inherent in building something new
  - Coaches team members to succeed in difficult situations
  - Embraces an entrepreneurial spirit, rapidly learning from mistakes and taking positive risks
  - Models strong work ethic, can-do attitude and self-starter behaviors
- **Coaching and Developing Others**
  - Sets and communicates clear accountabilities and delivers candid and effective feedback to team members
  - Champion the business planning process to develop sales professionals, drive results, and improve performance through a prospective and analytical approach
  - Leverages training, tools, data, and other resources to support team members in achieving and maintaining optimal performance levels
  - Continuously monitors field activities and regularly works with team members to ensure goals and objectives are met in a customer-focused, sustainable and scalable manner
  - Motivates teams to excel by leveraging personal strengths and improving in areas for development
- **Relationship Building & Teamwork**
  - Fosters an environment where team members encourage and support each other and celebrate each other's successes
  - Works cooperatively with others towards shared goals and contributes towards the creation of solution to complex business problems
  - Encourages open dialogue and diversity of thought
  - Proactively engages with key customers and external stakeholders to cultivate relationships that can and will impact treatment and disease state management
- **Strategic Thinking**

- Translates strategy and organizational goals into clear plans and initiatives for execution
- Thinks critically and analyzes various options to identify patterns, generate insights, or modify plans
- Brings a solution-oriented approach and explores novel, unconventional or creative solutions
- Closely monitors competitive activity to create and maximize sales opportunities
- **Business Planning**
  - Takes ownership for their business and empowers team members to take action and make decisions
  - Sets priorities and allocates resources appropriately to drive business outcomes
  - Develops and executes business plan that aligns with national strategy leveraging location market conditions, trend analysis, and institutional knowledge
  - Uses data analysis to support business planning in the medium to long-term and monitors performance against budgets
  - Embraces new technology and platforms

**Success metrics:**

- Sales objectives
- Productivity metrics (eg. calls per day, reach and frequency, calls to targeted customers, number of prescriptions)
- Successful launch of new products
- Team's professional development and engagement

**Supervisory Responsibility:** 8-11 Direct reports

**Education and Qualifications:**

- Bachelor's Degree required, Advanced Degree Preferred
- 10+ years of experience within the pharmaceutical or healthcare industry – including 2+ years of pharmaceutical sales team leadership experience
- Experience during a successful product launch
- Women's health experience desirable
- Proven track record of success in all respects of selling and leadership – technical knowledge, selling techniques, interpreting/analyzing data, in-depth understanding of medical field and pharmaceutical industry
- Must be licensed to operate a vehicle and meet driver eligibility requirements of the company fleet program

**Travel:** Extensive daily travel in company provided automobile and ability to travel up to 70% overnight

