

# Product & Sales Representative for the West Coast Region, USA

AB BIODISK is a Swedish diagnostic company involved in the field of Antimicrobial Susceptibility Testing (AST) since the 1950s ([www.abbiodisk.com](http://www.abbiodisk.com)). AB BIODISK North America Inc., the US marketing and sales subsidiary, is based in New Jersey. Our primary customer segment comprises the clinical microbiology laboratory.

We are currently expanding our US organization and are in immediate need of a Product & Sales Representative for the West Coast region. The position requires a well motivated and independent person – an energetic self-starter able to take the necessary initiatives to grow sales in the region according to set goals. Communication and people's skills and an enthusiastic disposition with the ability to inspire others are crucial for successful sales work.

## **RESPONSIBILITIES:**

- Planning and execution of documented customer visits throughout the territory
- Product presentations and usage demonstrations and in-services in key laboratories
- Product presentations at regional workshops, seminars and meetings as assigned
- Recruitment of decision makers from key hospitals to attend courses in Sweden
- Market and customer research in the territory to identify needs and optimize sales work
- Monitoring of sales results and efficient follow-up to reach customer specific goals
- Interaction with the New Jersey office and Sweden to give and receive input

Qualifications: A bachelor's degree in the biomedical field, preferably within microbiology, is a prerequisite combined with several years of working experience in diagnostic microbiology (laboratory or business). Proficiency with PC and Microsoft Office needed.

Requirements: The position entails extensive traveling (>65%) and should suit the person's private situation. The person can work out of the company's New Jersey office or from home if centrally in the territory in order to have easy access to key hospitals.

If you think the above sounds like an exciting challenge for you, please send your application to the address below.

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