



# Join a high-performing group with a purpose: to grow a safer, cleaner, healthier future for everyone, every day.

We are hiring for **Regional Sales Manager - North** in **Halma company Volk Optical**

Location	Business Unit	Report to
Delhi	Healthcare	Sr. Director - Global Sales & Training

## About us

Halma is a global group of life-saving technologies companies, driven by a clear purpose. We are an FTSE 100 company with headquarters in the UK and operations in 23 countries, including regional hubs in India, China, Brazil, and the US

Our diverse group of nearly 50 global companies specialise in market leading technologies that push the boundaries of science and technology.

For over 50 years, the combination of our purpose, strategy, people, DNA and sustainable business model has resulted in **record long-term growth in revenues and profits and an increase in dividend by ≥ 5% every year**— an achievement unrivalled by any company listed on the London Stock Exchange.

**Halma India fulfils the potential of the region by harnessing the diverse talents, expertise, infrastructure, and operational**

We have a team of over 250 professionals representing commercial, digital and support functions across our seven offices in India, two in Bengaluru and one each in Delhi, Mumbai, Thanjavur, Vadodara, and Ahmedabad.

*Halma India is an equal opportunity employer, which means the base of our recruitment decisions is always on skills, competencies, attitudes, and values. We are committed to hiring from diverse backgrounds without regard to age, ethnicity, religion, marital status, disability status, sex, gender identity, or sexual orientation.*

Halma India is a Great Place to Work® certified organisation, recognised for 3 consecutive years.

## Here's why working with us is fulfilling:

**We offer a safe and respectful workplace**, where everyone can be who they 'REALLY' are, feel free to bring their whole selves to work and use their unique talents, knowledge, expertise, experiences, & backgrounds to create meaningful outcomes.

**We nurture entrepreneurial spirits and empower them to think beyond the possibilities**, to discover, shape and build their own unique stories. Our diverse businesses and operations provide fulfilling opportunities to grow as individuals and make an impact.

**We are simple, humble and approachable**, and we believe in leadership at all levels to bring our purpose to life. Everyone at Halma India makes an impact, and so do you when you join us!



## Detailed job description

<p><b>About Halma company Volk Optical Inc</b></p>	<p>Volk Optical Inc. (<a href="http://www.volk.com">www.volk.com</a>) is a premier designer and US manufacturer of the highest quality portable ophthalmic cameras, lenses, surgical systems, and accessories used in the diagnosis and treatment of diseases of the eye.</p>
<p><b>Position Objective (The purpose of role in current business/market scenario)</b></p>	<p>The position is responsible and accountable for profitably growing sales in the region. As the manager of a key territory of the Western region, the RSM is expected to set a basis for current and future growth through active management of existing accounts, thought leader relations, conducting direct sales, creating opportunities for growth for products that have additional potential or those that are declining or flat, and identifying and developing new channels.</p>
<p><b>Responsibilities (KRAs / deliverables / job expectations)</b></p>	<ul style="list-style-type: none"> <li>• Accountable and responsible for the regional sales strategy for the region and for achieving (and over-delivering) sales plans for the region across all product segments (diagnostic, surgical, and imaging).</li> <li>• Assess, own, and strengthen the right distributor partnerships to deliver growth across the entire Volk product portfolio in the entire region.</li> <li>• Plan and implement sales customer/distributor evaluation and retention goals/metrics and drive effective execution of those plans.</li> <li>• Manage and balance direct, distributor, and digital sales channels.</li> <li>• Identify new market segments and untapped regions/countries across the region as growth targets and drive corresponding growth.</li> <li>• Source, manage, and close business development/B2B deals (device, pharma, retail) that are consistent with the company's strategy for revenue growth and long-term partnership across all product segments.</li> <li>• Build Volk's presence and create market pull across the region in hospitals, medical schools, surgery centres, government institutions, residency programs, and other channels (i.e. - veterinary) through meaningful and targeted field visits.</li> <li>• Ensure every customer receives high-quality service and support as rapidly as possible.</li> <li>• Develop a deep understanding of the diagnostic lens, surgical lens/systems, and the imaging market in the region to inform sales strategy.</li> <li>• Be analytical in evaluating sales and trends for the region and adjusting actions accordingly to achieve sales plans.</li> <li>• Own the product forecasting for the region, providing monthly insights and reporting on the product pipeline and forecast.</li> <li>• Lead Volk's presence at industry trade events and shows and drive sales growth via such events.</li> <li>• Drive the creation of sales collateral for this region in partnership form Headquarters in line with brand guidelines.</li> <li>• Conduct direct sales training, product demonstrations, and presentations to distributors and end-users for products as required.</li> <li>• Build a strong network of KOLs and influencers in the region and conduct educational seminars and webinars in partnership with KOLs and influencers.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Provide local market data, insights, and recommendations to maximize the business potential from the company's assets, strengths, and opportunities.</li> <li>• Partner closely with the Product Development and Product Management team to develop and launch new products using local market data, customer feedback, and insights.</li> </ul>
<p><b>Critical Success factors (critical / high impact aspects of role)</b></p>	<ul style="list-style-type: none"> <li>• Exceeding sales targets Strengthening dealer network.</li> <li>• Growing sales for all products and identifying new growth strategies and channels.</li> <li>• Developing a strong command of Volk's range of products</li> <li>• Instilling confidence in the Distributor's command and understanding of Volk's products.</li> <li>• Capturing market share from competitors.</li> <li>• Generating a market pull and demand for Volk's products by establishing relationships with leading KOLs and institutions.</li> <li>• Penetrating teaching institutions to train and recommend Volk products.</li> <li>• Demonstrate the value of Volk's products to create customer preference as opposed to price-driven sales.</li> </ul>
<p><b>Academic qualification</b></p>	<ul style="list-style-type: none"> <li>• BE/ BTech / BSc / B. Pharma along with MBA would be an added advantage.</li> </ul>
<p><b>Experience (exposure)</b></p>	<ul style="list-style-type: none"> <li>• 5-10 years of sales experience and minimum 5 years of selling medical or pharmaceutical Products/equipment in the Ophthalmic or Medical Industry.</li> </ul>
<p><b>Key attributes (critical functional competencies)</b></p>	<ul style="list-style-type: none"> <li>• Experience selling medical products/equipment or pharmaceuticals, preferably in Ophthalmic Industry.</li> <li>• Experience setting up and managing distributors.</li> <li>• Experience in direct sales or willingness to conduct direct sales Demonstrated record of achieving consistent year-over-year growth and exceeding sales quota.</li> <li>• Good Command over Hindi and English.</li> <li>• Open to travel – 15-20 days in a month approx.</li> </ul>
<p><b>Competencies (fundamental skills and attitudes)</b></p>	<ul style="list-style-type: none"> <li>• Passion for top-line growth, technology, and customer satisfaction.</li> <li>• Proven track record of working across different geographies and diverse cultures.</li> <li>• Experience operating in a small but dynamic and fast-moving business environment and enjoys operating with a sense of urgency.</li> <li>• Agile, Strategic &amp; Critical thinker, and fast learner</li> <li>• Strong communicator and excellent presenter with strong business acumen and excellent commercial sense.</li> <li>• Be willing and able to operate in a lean environment and be creative and prudent in optimizing spending.</li> <li>• Highly collaborative team player with the ability to engage quickly, influence, and gain followership.</li> <li>• Active and effective change agent; thrives in driving change while ensuring flawless execution and delivery.</li> </ul>

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- High expectations for self and others regarding delivery and performance
- Comfortable challenging the status quo and driving change.
- A solutions provider (versus solely a problem identifier)
- Willing to zoom out and operate at the big picture level, but equally be willing and able to work as an individual contributor and do what is needed to get the job done and deliver results.
- Be willing to travel domestically and internationally as needed (75%+ travel).

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