



Job Description

9th Floor Tanzanite Park, Victoria, Dar es Salaam, Tanzania | +255 758 778 886 | info@empower.co.tz

Job Title Sales Manager (Medical Devices)	Job Location Arusha	Category -
Job Type Full Time	Job level Manager	Industry Manufacturing
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Manufacturing: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

To drive sales growth, expand market presence, and develop strong relationships with healthcare institutions, distributors, clinicians, and key stakeholders for the company's medical device portfolio. The role is responsible for achieving sales targets, identifying new business opportunities, and ensuring high levels of customer satisfaction while maintaining compliance with applicable healthcare regulations and ethical standards.

Responsibilities

A) Sales & Business Development

- Develop and implement territory sales plans and strategies.
- Identify and pursue new business opportunities in hospitals, clinics, laboratories, pharmacies, and healthcare institutions.
- Promote and sell medical devices and related solutions to healthcare professionals and procurement teams.
- Prepare and present product demonstrations, proposals, and quotations.
- Negotiate contracts and close sales opportunities.

B) Customer Relationship Management

- Build and maintain strong relationships with key decision-makers, including physicians, Surgeons, biomedical engineers, procurement managers, and hospital administrators.
- Ensure excellent customer service and after-sales support.
- Address customer inquiries, complaints, and technical concerns promptly.
- Conduct regular customer visits and follow-up activities.
- Achieve assigned sales targets and revenue objectives.

C) Market Development

- Monitor market trends, competitor activities, and customer requirements.
- Identify opportunities for product expansion and market penetration.
- Participate in exhibitions, conferences, workshops, and medical events.

- Gather market intelligence and provide feedback to management.

D) Product Knowledge & Training

- Maintain comprehensive knowledge of company's medical device portfolio.
- Conduct product presentations and training sessions for customers and distributors.
- Support product launches and promotional campaigns.
- Work closely with technical and clinical teams to provide product support.

E) Sales Reporting & Administration

- Prepare weekly and monthly sales reports.
- Maintain accurate customer records and sales pipeline information.
- Forecast sales and inventory requirements.
- Ensure compliance with company policies and healthcare industry regulations.

Additional Responsibilities (Sales Manager Level)

- Set individual and team sales targets.
- Monitor sales performance and conduct periodic reviews.
- Develop sales budgets and forecasts.
- Coordinate with marketing, regulatory, logistics, and finance teams.
- Manage key accounts and strategic customer relationships.
- Drive distributor development and channel management.
- Lead, coach, and mentor sales executives.

Key Performance Indicators (KPIs)

- Achievement of monthly and annual sales targets.
- Revenue growth percentage.
- New customer acquisition.
- Customer retention rate.
- Gross margin achievement.
- Number of customer visits and presentations conducted.
- Tender participation and success rate.
- Market share growth.
- Team performance and productivity (Sales Manager).

Education & Qualifications

- Bachelor's degree in biomedical engineering, Medical Laboratory Sciences, Pharmacy, Life Sciences, Business Administration, Marketing, or related field.
- MBA or postgraduate qualification is an added advantage (preferred for Sales Manager).

Requirements

- 5 - 10 years of experience in medical device sales.
- Minimum 2 - 3 years of team leadership experience.
- Demonstrated success in business development and key account management.

Characteristics

- Strong sales and negotiation skills.
- Excellent communication and presentation abilities.
- Relationship-building and customer management skills.
- Business development and market analysis capability.
- Understanding of medical devices and healthcare industry practices.
- Strategic thinking and problem-solving skills.
- Ability to work independently and manage multiple priorities.
- Proficiency in Microsoft Office and CRM systems.

- Valid driving license and willingness to travel extensively.

Reporting To

Managing Director

Driving Licence

Not Required

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