



Business Development Executive (Laboratory)



Location
NEGOMBO



Closing Date
04/01/2024

Description

Key Duties & Responsibilities

- Responsible for achieving the overall revenue targets, business development activities.
- Recruiting, training, guiding and deploying the sales force of the laboratories and monitoring their progress to ensure the sales projections are achieved.
- Responsible for achieving the revenue targets of each geographical location given by the management with the support of the sales force.
- Prepare individual plans for each location in building awareness, implement systems to make the processors more efficient, developing business volumes and monitor to ensure that the revenue targets given for each location is achieved.
- Report on monthly basis on the revenue generated, new business developed on each medical centre, laboratory, collection center and referral centre for strategic decision making.
- Responsible for carrying out marketing activates aligned to the overall plans of the organization.
- Monitor competitor activities, strategies on a daily basis and report to the management to take appropriate counter strategies.
- Responsible for identifying potential areas for expansion, identify suitable sites as per the annual plan, prepare a feasibility report and ensure the projected revenue targets are achieved from the new locations.
- Carry out annual performance appraisals are carried out for the sales force following the guideline provided by the HR Department. Monitor the under/non performing staff and take appropriate action.
- Ensure the staff maintains good standards of discipline and follow employee guideline. Any breach of discipline, take prompt action following the company's discipline procedures liaising with the HR Department.
- Liaise with Specialist Consultants, GP's centers and other stakeholders and maintain a cordial relationship. Obtain feedback and report to the management.
- Ensure the collection of dues/outstanding payments from debtors of the Durdans Laboratory Services are collected in timely manner.
- Ensure courier routes are developed and managed cost effectively.
- Ensure the distribution of monthly referral and processing fees are done on a timely basis to avoid misuse in consultation with the finance department.
- Ensure the payment & claims made by the staff reporting to you and couriers are in line with the company policies.
- Donations, sponsorships, discounts, incentive and reimbursements should be approved by the Executive Vice President and be according to the company's policies/guideline.
- Ensure to always improve efficiency and reduce costs and wastage.
- Meet tasks allocated by the management from time to time to their entire satisfaction.

Entry Requirements

Key traits / characteristics necessary for the job

- Full / part qualification in CIM/ SLIM is preferred.
- Should possess minimum 03 years experience in the Business Development field. (Healthcare sector experience preferred).
- Should be dynamic and self-motivated with a proven track record of being result oriented.
- Excellent Interpersonal & communication skills.
- Should be willing to work extended hours if & when required.
- Should possess a valid driving license (involves extensive travel).

✓ APPLY FOR JOB