



JOB PROFILE

Field Sales Specialist

Finland



Company information

Over the past six decades, the entrepreneurialism and inspiration of founders David and Alice Schwartz have paved the way for Bio-Rad to grow and thrive. Through the years the company has expanded its reach to the scientific and diagnostics communities, providing an innovative and expansive line of products and services.

Today, Bio-Rad is world renowned for its commitment to quality and customer service among university and research institutions, hospitals, public health and commercial laboratories, as well as the biotechnology, pharmaceutical, and food safety industries.

Today, Bio-Rad is a global leader, with a team of over 8,250 employees and a global network of operations that serves our life science research and clinical diagnostics customers, helping people live longer, healthier lives.

Life Science



Offering a wide range of instruments, software, consumables, reagents, and content for the growing fields of cell biology, gene expression, protein purification, protein quantitation, drug discovery and manufacture, food safety, and science education. Bio-Rad is among the top five life science companies worldwide.

Our products and solutions are based on technologies used to separate, purify, identify, analyze, and amplify biological materials such as antibodies, proteins, nucleic acids, cells, and bacteria. Technologies and applications include electrophoresis, imaging, multiplex



immunoassay, chromatography, microbiology, protein function analysis, transfection, flow cytometry and cell sorting, amplification, and real-time and digital PCR. Bio-Rad products support research and applied science in laboratories throughout the world.

Clinical Diagnostics

Bio-Rad is a leading in-vitro diagnostics supplier, delivering a large portfolio of innovative products to clinical laboratories worldwide. Bio-Rad is the global leader in clinical quality control products, services, and information systems. These products ensure the accuracy and validity of clinical test results and are used by more clinical laboratories than products from any other company. Bio-Rad's other diagnostic products and systems leverage a broad range of technologies and deliver high-value clinical information in the blood transfusion, diabetes monitoring, autoimmune, and infectious disease testing markets and are used to support the diagnosis, monitoring, and treatment of diseases and other medical conditions.

Our Guiding Principles

❖ Serve humanity

Deliver useful products that advance scientific discovery and improve healthcare.

❖ Growth

Grow the company at a rate that exceeds the growth rate of our markets.

❖ Innovation

Apply innovative ideas and technology to accelerate the discovery process.

❖ Stability

Provide a stable work environment where employees are inspired to create and carry out their ideas.

❖ Long-term approach

Evaluate opportunities and operate our company with a view of success measured in years—not quarters.



❖ **Independence**

Remain an independent entity so we can guide our own destiny.

❖ **Opportunity**

Be flexible and responsive to dynamic markets, changing customer needs, and business opportunities.

Our Core Values

As we have grown, our success has been guided by the enduring values of Innovation, Involvement, Independence, and Integrity. These Core Values reflect the way we work and who we are as an organization. They represent our commitment to those we serve and to each other.

We are committed to serving humanity by helping researchers and diagnosticians achieve their objectives in their pursuit of new discoveries that will ultimately lead to improved healthcare. At the end of the day, it feels good knowing that each of us—in our own way—has played a part in improving the quality of life. Together, and as individuals, we are making a difference.

Independence

We are independent.

- Remain flexible to meet the immediate and long-term needs of our customers.
- Focus on long-term growth.
- Make the right decisions—at the right time.
- Pursue new opportunities.

Since Bio-Rad first began in a Quonset hut in Berkeley, California, the company has retained an entrepreneurial spirit. Our culture promotes a strong sense of creativity, innovation, independence, and ownership.



Integrity

We do everything with integrity.

- Integrity in the workplace.
- Integrity with our customers and business partners.
- Integrity within our company and in our communities.

Bio-Rad has a long history of providing high-quality products that help scientists in life science research accelerate the discovery process and laboratorians in clinical diagnostics obtain faster, more accurate results. As we have grown, our success has been guided by our commitment to integrity with everything we do.

In the workplace, we provide a positive, stable, and inclusive work environment where we respect each other's rights and everyone is inspired to create and carry out their ideas.

With our customers and business partners, we believe in building mutually successful and long-standing relationships. We strive to earn the trust of those we work with and serve by delivering the highest standard of quality, respect for others, and behavior that is characterized by fairness, honesty, and integrity.

Integrity within our company, in our communities, and with our stockholders means we conduct ourselves in a professional and ethical manner and comply with applicable laws and regulations. More information about the company on web site: <http://www.bio-rad.com/>.

Company Facts



Our Mission

To provide useful, high-quality products and services that advance scientific discovery and improve healthcare.



Annual Sales

Revenues \$2,1 billion in 2017

Business Segments

Life Science and Clinical Diagnostics

Number of Products

More than 10,000

Employees

More than 8,000

Headquarters

Hercules, California

Founded

1952

Job description

Job title: Field Sales Specialist

Location: Finland (Jyväskylä or Tampere)

Main purpose of the job/Position Summary

Acts as a technical resource to customers and field sales force in presentations, product demonstrations, webinars, and seminars. Provides technical consultancy with sales representatives and customers to enhance customer satisfaction and drive sales of products and services. Plans and executes customer training and instrument installation if applicable.

FSS will operate within Immunohematology. Immunohematology laboratories are analyzing and preparing blood and blood components for transfusion as well as selection of appropriate, compatible components for transfusion. FSS will work closely with instrument user and specialist at the Immunohematology laboratories.

Reports to: Nordic Field Sales Manager



Role and Responsibilities:

- ✚ Works with Sales Representatives to manage sales accounts for support and customer satisfaction.
- ✚ Manages customer relations management database with field sales.
- ✚ Handles problems and accounts of basic size and complexity.
- ✚ Implements and performs instrument training programs for customers and field sales force.
- ✚ Develops and maintains in-depth application expertise on all supported products.
- ✚ Provides technical customer support (e.g., installation, customer familiarization and training, application consulting, preventive maintenance, and remedial repair).
- ✚ Troubleshoots and analyzes data for customers to help optimize products and resolve instrument issues.
- ✚ Provides field support for customers by utilizing available applications for installed instruments and working with Technical Support.
- ✚ Manages sales field activities, with tactical advice from the Regional Sales Manager, by maintaining close communication with relevant customers and sales representatives.
- ✚ Acts as an effective applications team member to the Field Service Engineers.
- ✚ Initiates and organizes calls to Technical Service.
- ✚ Decides scheduling of training and installations with advice from Field Sales Representatives, Regional Sales Manager and Supervisor.
- ✚ Manages customer relations management data base with field sales.
- ✚ Assists on basic marketing issues (demos, market research, field support, etc.).
- ✚ Provides feedback to R&D divisions regarding application, hardware, and software features requested by customers and sales force.
- ✚ Produces field resources such as training guides and application notes to customers and field sales force.
- ✚ Produces own presentations and seminars to promote and support field sales.
- ✚ Decides on best training program for customer.



- ✚ Has ability to decide and organize training programs for sales reps with advice from Regional Sales manager and Supervisor.
- ✚ Helps in-house application notes.
- ✚ Plays key role in developing new business and providing expertise in preparation of proposals and high-level client presentations.
- ✚ May operate on a multi-country basis.

Skills and Knowledge Requirements:

- ✚ Master's degree or equivalent in related field.
- ✚ 2+ years related experience, or equivalent combination of education and experience.
- ✚ Communication (verbal and written), interpersonal, and laboratory skills.
- ✚ Experience with designing, setting-up and optimizing assays may be required.
- ✚ Knowledge of various applications used with supported instruments.
- ✚ Valid driver's license with clean driving record.
- ✚ Ability to work remotely from where supervisor resides.
- ✚ Experience using structured methodologies for the analysis and design of systems.
- ✚ Sales skills to help support field sales representatives.

Personal qualities:

- ✚ Systematic, result/goal oriented and independent working methodology
- ✚ Service minded, entrepreneurial, independent & collaborative personality
- ✚ Strong analytical and project management skills
- ✚ Experience in working in international organization

