

Job Description for Sales Manager

I. Core Job Positioning

Focus on the life sciences field, responsible for the sales of biological laboratory equipment, consumables, and reagents as well as in-depth customer operation. Achieve sales targets and build long-term strategic customer relationships by accurately identifying customer needs and providing professional solutions, thereby helping the company increase its market share in scientific research , pharmaceuticals, and other related fields.

II. Core Job Responsibilities

(I) Sales Target Achievement and Full-Process Management

- **Target Planning:** Develop quarterly and annual sales plans based on the company' s strategy and regional market characteristics to ensure the achievement of sales targets.
- **Process Closure:** Conduct full-cycle management of the sales funnel (lead generation → demand connection → contract negotiation → order fulfillment → post-sales review) to improve order conversion rate and customer repurchase rate.

(II) Market Development and In-Depth Customer Maintenance

- **New Customer Development:** Focus on developing target customers such as universities, research institutions, pharmaceutical enterprises, CRO/CDMO companies, hospitals, and testing institutions to expand the base of high-value customers.
- **Relationship Deepening:** Identify key decision-makers (e.g., PIs, laboratory directors, procurement directors, technical experts) and build long-term strategic cooperative relationships to enhance customer stickiness.
- **Demand Exploration:** Conduct regular on-site visits to existing customers, accurately identify pain points in their needs, and simultaneously explore opportunities for additional purchases and cross-selling to increase the value per customer.

(III) Professional Product Promotion and Solution Delivery

- **Professional Empowerment:** Conduct in-depth research on the company’ s product portfolio, master technical principles, application scenarios, and competitive advantages proficiently, and provide customized scientific research solutions.
- **Value Communication:** Plan and execute marketing activities such as product demonstrations, technical lectures, and online/offline seminars to efficiently convey the core value of products and enhance customer trust.
- **Demand Response:** Quickly respond to customer needs, coordinate services such as sample testing and feasibility verification, and ensure the efficient delivery of solutions.

(IV) Market Intelligence Tracking and Internal Collaboration

- **Intelligence Insight:** Continuously monitor market trends in the life sciences field, competitor dynamics, and changes in industry policies, collate and analyze the information in a timely manner , and feed it back to the company to provide data support for the optimization of market strategies and product development.
- **Digital Management:** Proficiency in using the CRM system, accurately input data such as customer information and sales progress, and ensure the real-time accuracy of information.
- **Cross-Departmental Collaboration:** Collaborate with teams such as after-sales service, technical support, marketing, and logistics to quickly respond to customer issues and create a high-quality full-link service experience.

III. Job Qualifications

Requirement Dimension	Specific Requirements
Education & Major	Bachelor’ s degree or above in biotechnology, molecular biology, cell biology, biomedical engineering, pharmacy, or other related life sciences fields.
Work Experience	More than 3 years of sales experience in biological laboratory equipment, consumables, or reagents, with verifiable

	proof of sales performance (e.g., customer cases, sales volume data).
Professional Abilities	1. Solid knowledge reserve in life sciences , enabling quick understanding of the technical needs and application scenarios of scientific research customers. 2 . Excellent communication, presentation, business negotiation, and interpersonal skills . 3. Strong market development spirit and customer-oriented awareness, with the ability to accurately match customer needs.
Professionalism	1. Highly self-disciplined, result-oriented , capable of working independently and efficiently managing time and regional business. 2. Excellent team spirit, able to coordinate internal resources to achieve goals.
Other Requirements	1. Willing and able to conduct frequent business trips (expected to account for more than 50% of working hours) to cover the responsible region. 2. Hold a valid driver' s license.

IV. Reporting Relationship and Collaboration Network

- **Reporting To:** Company Sales Leader
- **Collaborating Departments:** After-Sales Service Department, Technical Support Department, Marketing Department, Logistics Department

V. Performance Evaluation Dimensions

1. **Customer Reach:** Frequency of visits for new customer development and existing customer maintenance.
2. **Performance Achievement:** Completion rate of quarterly and annual sales volume.
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Customer Quality: Number of new customers developed (including the proportion of high-potential customers) and first-order conversion rate of new customers.

VI. Compensation and Welfare System

Welfare Category	Specific Description
Fixed Salary	RMB 8,000–10,000/month (pre-tax, determined based on the position).
Variable Bonus	1. Sales commission calculated in accordance with the company’ s sales commission policy. 2. Additional bonuses (e.g., quarterly and annual performance bonuses) in accordance with relevant company policies.
Basic Security	Full payment of five social insurance schemes and housing fund (endowment insurance, medical insurance , unemployment insurance, work-related injury insurance, maternity insurance, and housing provident fund).
Hidden Benefits	1. Accumulation of high-quality network resources in the life sciences field. 2. Professional training (product knowledge, industry trends, sales skills) + clear career development path.

VII. Work Location

Xiasha Economic and Technological Development Zone, Hangzhou City, Zhejiang Province

Translation Notes

1. **Industry Terminology Accuracy:** Core terms such as "CRO/CDMO" (retained as abbreviations, consistent with international industry conventions), "PI" (Principal Investigator, a common title for research project leaders in academic/scientific fields), and "CRM system" (Customer Relationship

Management System) are used in their standardized English forms to ensure professional recognition.

2. **Job-Specific Expression:** Phrases like "sales funnel" (sales funnel), "customer stickiness" (customer stickiness), and "cross-selling" (cross-selling) align with global sales management terminology, accurately reflecting the professional nature of the role.
3. **Cultural & Institutional Adaptation:** "Five social insurance schemes and housing fund" is supplemented with specific insurance types in parentheses to help overseas readers understand China's social security system; "pre-tax" is clearly marked for salary clarity.
4. **Structure Consistency:** The original Chinese table format (e.g., job qualifications, compensation system) is retained in English to maintain readability and logical hierarchy, ensuring information is presented in a clear, organized manner.

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