

ALL ABOUT SALES

Please give a general overview of the products your sales team sells?

Pharmaceutical products i.e. originals, generics and clones in a variety of therapeutic areas, hospital lines as well; Biologicals including paediatric and adult vaccines; Consumer products including infant nutritionals, over the counter, and fast moving consumer goods..

How would you describe the type of sale made by your sales team?

Direct Sales of a product where an order is taken and/or Detailing Sales where product information is disseminated for potential future sale.

Who do your sales people typically sell to?

A wide range of customers including private and public healthcare service providers: Specialist Doctors, General Practitioners, Pharmacists, Nursing Sisters, Wholesale Buyers, Trade Buyers.

What is the split of sales professionals in your business involved in the following areas?

Pharmaceuticals, Hospital, and Speciality Medicine 75%, Public Healthcare 5%, Consumer 20%.

What is the average length of a sales cycle in your business?

One week to one month.

SALES SUPPORT

Describe your company's ongoing sales training methods?

Basic foundation sales training, Sales call model skills training, Upskilling programmes, strong focus on in-field coaching with Sales Managers.

Describe your company's sales culture?

We optimise our performance in front of our target customers through sales rep effectiveness in every sales call, effective coaching from Sales Managers, development of sound marketing strategies by our Commercial Managers, and Sales Leaders, who lead by example.

Describe the sales management style and culture?

Our Sales Force Effectiveness model is built on the core focus of coaching. We believe that to consistently exceed our sales targets we need to drive the right behaviours which are strongly aligned to our business values of integrity, innovation, excellence, commitment and teamwork. This focus in turn will drive the right activities which, if implemented daily, will deliver a sustained performance outcome.

JOINING OUR ORGANISATION

What can newly-recruited junior salespeople in your organisation expect as remuneration?

A basic salary plus rolling quarter performance based incentives, car allowance, medical aid contribution, provident fund contribution, and cell phone allowance.

What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?

This would vary depending on the role requirements but generally we recruit individuals with a 'go-getter' attitude, commercial or science degree/diploma, or in certain areas of our business focus is on sales experience of at least two years.

What is the potential career path for top sales performers in your business?

The opportunities exist to move into Sales Management or Sales Leadership roles within the local operation or to



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international assignments depending on the business needs.

What is the best piece of advice you would give to a new salesperson joining your organisation?

Attitude reflects leadership; we consistently achieve our numbers, so your energy, experience and knowledge can be channelled to become part of a winning team.

SALES INCENTIVES

What sort of sales incentives are in place for your sales team?

A quarterly incentive scheme.

Who is the primary contact at your organisation for a salesperson wishing to apply for a position?

Email applications to: recruitment@aspenpharma.com



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References: 1. IMS June 2010. 2. Impact Rx data. June 2010.
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