

## Sony Europe B.V.

The Heights, Brooklands, Weybridge, Surrey KT13 0XW, United Kingdom  
Telephone: +44 (0) 1932 816000 [www.sony.co.uk](http://www.sony.co.uk)

---

## Job description

**Sony Biotechnology Europe** ( [www.sonybiotechnology.com](http://www.sonybiotechnology.com) ) is a leading innovator and provider of cell-based research analytical systems. Product offerings include flow cytometers for analysis and cell sorting, spectral analyzers, software, reagents, and an experienced and dedicated team of professionals to support these products. These systems provide some of the most productive solutions for cell researchers throughout the world. A recent new product introduction will see further expansion of the instrument range into Advanced Cell Therapy.

### Position Summary:

#### **Sales Account Manager (Flow Cytometry) Nordic**

Assuming primary responsibility for Flow Cytometry Instrumentation and Reagent sales, instrument prospecting and account management in assigned territory.

This position reports to the Regional Sales Manager (Nordic/Netherlands).

60-80% travel is required.

### Responsibilities:

- Achieve forecasted sales goals for territory while preserving acceptable gross profit levels.
- Plan and execute sales, funnel building activities that ensure sales satisfaction.
- Provide forecasts, reports, marketing intelligence and information to supervisor and other Company personnel as required.
- Utilize contact management system with regularity by updating contact info, adding notes, customer information, etc.
- Plan and prioritize personal sales activities and customer/prospect contact towards achieving agreed business targets, including costs and sales - especially managing personal time and productivity.
- Plan and manage personal business portfolio/territory according to an agreed market development strategy.
- Maintain and develop existing and new customers through appropriate propositions and sales activities.
- Maintain relevant internal communications, to optimize business growth and customer satisfaction.
- Plan/carry out/support local marketing activities to agreed budgets and timescales and integrate personal sales efforts with other organized marketing activities, e.g., product launches, promotions, advertising, exhibitions and telemarketing.
- Respond to and follow up sales enquiries and tenders in a timely manner.
- Monitor and report on market and competitor activities and provide relevant reports and information.
- Attend and present at external customer meetings and internal meetings with other company functions necessary to perform duties and aid business development.
- Attend training and develop relevant knowledge, techniques and skills.
- Attend and represent the Company at periodic local and national vendor shows and meetings.



**Requirements:**

- A minimum of 3 years' experience in practical flow cytometry and cell sorting.
- A minimum of 2 years' experience in selling capital life science equipment, ideally flow cytometers.
- A Bachelors degree in a biological science.
- Strong analytical, problem-solving skills.
- Strong customer focus and demonstrable aptitude for effective training design and delivery.
- Excellent communicator and great ability to build productive client relationships.
- Highly organized with excellent follow up skills.
- Self-motivated team-player.
- Excellent understanding of flow cytometry and cell sorting is mandatory.
- Ability to travel approximately 60-80%
- Must be authorized to work in the EU.  
Full clean driving licence.

Contact: [michelle.jackson@sony.com](mailto:michelle.jackson@sony.com)