

## Territory Manager, Bavaria South Munich, Germany

Rayner is a leading developer and manufacturer of ophthalmic implants and pharmaceuticals; it specialises in intraocular lenses (IOLs) and related products used in cataract and refractive surgery. Since the development of the first IOL, Rayner has continuously pioneered IOL design with a goal to improve vision and restore sight worldwide. Today, Rayner's mission remains to deliver innovative and clinically superior ophthalmic solutions that respond to the expectations of our global customers to improve sight and quality of life for their patients.

### Why work for Rayner?

Rayner is a unique place to work with its own special culture and people, who are all driven to provide the best visual outcomes for clinicians and patients. We are driven by science to improve performance and safety, and we commit ourselves to be a great partner and to be easy to do business with. Whilst our vision drives and guides what we do, it is our culture and the way we work as well as treat ourselves plus others that form the foundation of what we do. That's why at Rayner we strive to create a workplace where we live our values every day. We invite you to join us on our exciting journey!

### Our Careers

Rayner is more than an IOL manufacturer. We have an entrepreneurial spirit that drives us to pursue our vision, supported by a dedicated team who share our beliefs – from research and development engineers to production, sales and support.

Being ambitious, focussed, open, respectful and keeping our promises enable us to take on challenges that other businesses simply won't entertain, and it's those qualities we value and nurture in the people we work with. Rayner is also proud to be an equal opportunities employer.

Rayner has a broad portfolio of products across the patient pathway, including monofocal and premium Intraocular Lenses (IOLs), a full range of Ophthalmic Viscosurgical Devices (OVDs), a family of Ocular Surface Disease (OSD) solutions and RayPRO, our recently launched patient outcomes digital platform.

As the Territory Manager, Bavaria South you will be focusing on the achievement of annually defined sales targets, expansion of market share in the core business areas of intraocular lenses, viscoelastics and tear substitutes from Rayner as well as additionally defined partner products, as well as the support of customers in the respective region.

Competent, committed, structured and goal-oriented cooperation with the National Sales Manager in the planning and implementation of marketing and sales strategies. Representative and expert of Rayner and its product portfolio at operating eye surgeons and clinics as well as clinics with affiliated departments.

Your key responsibilities will be:

Achievement and expansion of sales targets in the assigned region, including:

- Achievement of the quantitative sales targets and qualitative targets. Development and / or maximization of the existing sales potential
- Identification and acquisition of new customers with intraocular lenses and their partner products

Ensuring active and goal-oriented customer management for all operating doctors, clinics, practices and other customers in the region through active and timely use of the installed CRM system. Intensive use of the existing sales analysis programs for the purpose of developing proactive, independent and strategic sales activities. (Area manager with business and strategic thinking). Develop the existing Rayner customer base and develop new relationships with new customers in order to strengthen Rayner's position in the area and in the overall market, including:

- Intensive collaboration with the Sales, Eyescience and Marketing departments
- Service with regard to existing consignment warehouses, ensuring expiry dates and reorders
- Training and development concepts in cooperation with Eyescience for sales for doctors and operating theater staff in hospitals and practices
- Dedicated, goal-oriented and effective design of the Territory Manager position
- CODEX compliant behavior towards internal and external customers
- Positive, open and creative collaboration with the existing teams in order to ensure added value for the customer when using the Rayner product portfolio
- Observation of market and customer trends, including price development and competitor activities, feedback to the sales, marketing and eyescience teams
- Continuous development of personal sales skills as well as product knowledge through continuous participation in internal or external training programs with documentation of results
- Targeted sales activities in your own area in accordance with the defined sales and marketing strategies in the DACH region
- Elaboration of ongoing action, sales and area plans and sales analyzes
- Consistency of personal and business activities with Rayner quality management systems and relevant SOPs as well as other guidelines

Prepare reports and action, sales and area plans, as well as sales analysis when required. Always represent Rayner in a positive and professional manner.

Experience:

Essential

- Educated to degree level ideally with a science background, Commercial training, nurse or comparable degree
- Ability and qualification to sell medical devices according to German rules and regulations
- Ability to demonstrate existing relationships with key stakeholders at the above
- At least 3 years' relevant experience

Desirable

- Experiences in ophthalmology, proven track record in selling medical devices
- Knowledge of ophthalmology, optics or comparable professions

Please apply by sending an up-to-date CV & covering email to [recruitment@rayner.com](mailto:recruitment@rayner.com)

**Rayner Intraocular Lenses Limited**  
10 Dominion Way, Worthing, West Sussex,  
BN14 8AQ, United Kingdom.  
Registered in England: 615539.

**Main offices enquiries:** +44 (0) 1903 258 900  
**Email:** [iol\\_enquiries@rayner.com](mailto:iol_enquiries@rayner.com)  
[rayner.com](http://rayner.com)