



# HEALTH CARE OPTIONS GUIDE

for internationally educated health professionals

## Health Care Product and Device Sales Representative

This profession is also known as:

- Medical Equipment/Supplies Sales Representative
- Pharmaceutical Sales Representative
- Medical Instruments Sales
- Technical Sales Representative
- Hospital Equipment Salesperson

What is a health care product and device sales representative?

This representative sells a range of medical goods and services to health care institutions, clinics, educational institutions, governments, commercial /industrial companies. He or she may work in both domestic and international locales.



What are the main duties of this sales representative?

A medical supply salesperson performs some or all of the following duties

- Promotes sales to existing clients
- Identifies and solicits potential clients
- Assesses clients' needs and resources and recommends the appropriate goods or services
- Provides input into product design where goods or services must be tailored to suit clients' needs
- Develops reports and proposals as part of sales presentation to illustrate benefits from use of good or service
- Estimates costs of installing and maintaining equipment or service
- Prepares and administers sales contracts
- Consults with clients after sale to resolve problems and to provide ongoing support
- Troubleshoots technical problems related to equipment
- May train customers' staff in the operation and maintenance of equipment
- May conduct sales transactions through Internet-based electronic commerce
- May supervise the activities of other technical staff and sales specialists

## What personal characteristics or desired traits should I have for this profession?

As a sales representative, you need:

- Good interpersonal communication and listening skills. These assets can be the difference between an average and a great salesperson.
- To establish positive relationships with your clients. These also lead to referrals which will help you to be successful.

## Where do Health Care Product Sales Representatives work?

Medical supply salespersons may be employed by medical supply companies, and/or pharmaceutical companies. Technical sales specialists usually specialize in a particular line of goods or services.

## What are the typical work conditions?

Healthcare sales and devices representatives:

- May require a valid provincial Driver's License and access to a reliable vehicle
- Often work independently or as part of a team with little supervision
- Work in assigned territories requiring daily travel



## What qualifications do I need?

- A university degree or college diploma in a program related to the product or service is usually required
- Experience in sales or in a technical occupation related to the product or service may be required
- Fluency in a specific foreign language, and/or foreign work or travel experience may be required for technical sales specialists who wish to work for companies that import or export technical goods or services
- Technical sales supervisors require experience as a technical sales specialist

## What communication skills do I need?

- You must be comfortable talking with Health Care Professionals
- Often work in teams so need strong communication skills
- Personable and outgoing and capable of some “cold calling”
- Strong organizational and administrative skills with a commitment to meeting timelines.
- Strong interpersonal and customer service skills, telephone etiquette skills and the ability to support clients face to face
- Strong commitment to continual learning
- Able to handle a high demanding environment

### What wage can I expect for this work?

- Average Canadian hourly wage Low 12.82 Median 24.52 High 46.15  
[http://www.jobbank.gc.ca/LMI\\_report\\_bynoc.do?noc=6221&reportOption=wage](http://www.jobbank.gc.ca/LMI_report_bynoc.do?noc=6221&reportOption=wage)
- Career Outlook  
[http://www.jobbank.gc.ca/LMI\\_report\\_bynoc.do?noc=6221&reportOption=outlook](http://www.jobbank.gc.ca/LMI_report_bynoc.do?noc=6221&reportOption=outlook)

### What are the opportunities for advancement?

Progression to sales management positions is possible with additional training or experience.

### Learn more about this profession by viewing these sites.

- National occupation code: 6221  
The government of Canada has given a code to each occupation/profession. Use this code to find more information about this profession on government sites  
<http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/QuickSearch.aspx?val65=6221>

### References

- National Occupational Classification, 2011 (NOC 6211) 6/4/16  
<http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/QuickSearch.aspx?val65=6221>
- [www.workopolis.com](http://www.workopolis.com)
- [www.jobbank.gc.ca](http://www.jobbank.gc.ca)