

Product Specialist / Territory Account Manager

Job Title: Product Specialist / Territory Account Manager

Location: Ireland – Munster Region

The Role

An experienced, territory-based Product Specialist responsible for driving growth of therapeutic seating solutions across acute hospitals, community services, and private healthcare facilities. The role combines clinical assessment, consultative selling, and structured account management, supported by disciplined CRM usage to manage pipeline, forecasting, and customer engagement.

Key Responsibilities

- Territory & Account Management
 - Full ownership of a defined regional territory across HSE and private healthcare providers in Munster
 - Development and execution of structured account plans to protect existing business and grow new opportunities
 - Identification and progression of opportunities at ward, department, and hospital level
- Product Assessment & Solution Selling
 - Delivery of detailed seating and posture assessments in collaboration with Occupational Therapists, Tissue Viability Nurses, Physiotherapists, Clinical Nurse Managers, ICU teams, and community clinicians
 - Translation of complex clinical requirements into tailored seating solutions for pressure care, dementia, post-acute and high-dependency patients
 - Positioning of products as part of a 24-hour pressure injury prevention and patient management strategy
- Sales Execution & CRM Management
 - Consistent and accurate use of CRM systems to record customer interactions, assessments, demonstrations, and commercial discussions
 - Active management of sales pipeline, including opportunity staging, value, probability, and expected close dates
 - Use of CRM data to support forecasting, territory planning, and performance reporting
 - Adherence to internal sales processes and governance requirements
- Stakeholder Education & Value Communication
 - Delivery of product demonstrations, in-service training, and clinical education sessions
 - Communication of clinical, operational, and economic value to support purchasing decisions and long-term partnerships
 - Development of trusted relationships with key decision-makers and influencers across the healthcare system

- Collaboration & Continuous Improvement
 - Close collaboration with internal sales colleagues, clinical specialists, and manufacturer partners
 - Provision of structured market and customer feedback to inform commercial and product strategy

Skills and Experience

- Proven experience managing a defined healthcare sales territory, with responsibility for account development across acute hospitals, community services, and private healthcare facilities
- Demonstrated success engaging senior clinical stakeholders, including Occupational Therapists, Tissue Viability Nurses, Physiotherapists, Clinical Nurse Managers, and multidisciplinary teams
- Hands-on experience conducting clinical assessments and converting complex patient needs into value-based, commercially viable solutions
- Track record of delivering sales performance in a target-driven environment, including progression of multi-ward and hospital-level opportunities
- Experience managing long and complex sales cycles, involving clinical evaluation, multiple stakeholders, and procurement processes
- Strong, practical experience using CRM systems to:
 - Log and track all customer interactions
 - Manage and progress sales opportunities
 - Maintain accurate pipelines and forecasts
 - Support territory planning and performance reporting
- Experience operating autonomously in a field-based role, managing time, priorities, and travel across a regional territory
- Ability to clearly communicate clinical, operational, and economic value to support purchasing decisions and long-term partnerships

To apply for the above role please email your CV with a short cover letter to info@advancedseating.ie

