



Ralf REITER

Sales Representative

Age: 41

Education: Study Sales & Marketing



COMPUTER LITERACY



MEDICAL LITERACY

skill scale from 0 (Fundamental Awareness) to 10 (Expert)



SKILLS & KNOWLEDGE

communication & negotiation

problem solving

conflict management

relevant norms & regulations

product specific medical knowledge

product specific technology knowledge



MOTIVATIONS

successful sales

client satisfaction

positive feedback from clients

dynamic job with diversity of tasks



FRUSTRATIONS

lack of success in sales

problems with client support

loss of prospective clients



VALUES & ASPIRATIONS

satisfied clients are an asset

passion for the product

get-up-and-go mentality

team spirit



PERSONALITY AND BEHAVIOUR

Ralf is a very sociable person and loves to spend time with his family or hang out with his friends. He is the goalkeeper in the local soccer club and plays the tuba in a wind band. His great communication skills became apparent already at school, when Ralf was elected as class representative and head boy. Ralf's great communication skills together with his sense of humor and his empathy have built up the foundation for his occupational success as sales representative.



OCCUPATION

After he finished his sales & marketing study at the university of economy, Ralf has already worked as sales representative for four different companies and thus has had the opportunity to acquire a lot of practical sales experience. Three years ago, Ralf began his current job as sales representative for a company specialised on tissue diagnostics in pathology. At the start he got two months of profound training for the specific products of the company and he attends short training events every 3 months, where the sales representatives are informed about new features of the company's products. Ralf's tasks as a sales representative include establishing contacts with prospective clients (pathology laboratories at hospitals, research organisations and industry), maintenance of the customer database, client counselling and communication, sale of the company's products (devices and software for digital pathology), market monitoring as well as organisation of product presentations and customer training.



OBJECTIVES AND GOALS

As a sales representative, of course, Ralf wants to achieve a high number of successful product sales. However, his main aim is to have satisfied clients, as this makes his job easier in the long run.



ATTITUDES TOWARDS AI

Ralf is convinced that AI is a modern technology, which makes life easier. He thinks that the implementation of AI-solutions is very important for an advanced and forward-looking healthcare system.