

Business Development Executives (Medical Diagnostics Lab).

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Company: Ekini WTC

Location: Yaba

Category: other-general

Our client, located at the heart of Yaba, Lagos mainland, is a medium size medical and diagnostic center with modern/digital equipment and fully qualified staff and has a vision to provide WHO-standard diagnostic service accessible and affordable to all in a conducive and friendly environment. The client is desirous of recruiting Business Development Executives to strengthen its customer acquisition and market-share expansion effectiveness and to achieve its medium term objectives of accelerated growth and consolidation: Following are the details.

Role: BUSINESS DEVELOPMENT EXECUTIVE (Medical Diagnostics Lab).

The incumbent Business Development executive will play a crucial role in driving the growth and success of the medical diagnostic center by identifying opportunities, expanding the client base, and implementing effective strategies to achieve business objectives. Key responsibilities of Business Development Executive role for a medical diagnostic center/facility include:

- Creating and implementing strategic plans to drive business growth and increase revenue for the medical diagnostic center.
- Customer acquisition from relevant HCPs, hospitals, medical facility segments, etc.
- Establishing and maintaining relationships with healthcare professionals, hospitals, clinics, and other potential clients to promote the services of the diagnostic center.
- Developing and implementing marketing campaigns, organizing promotional events, and actively engaging in sales activities to attract new clients and retain existing ones.

- Providing excellent customer service, addressing client inquiries and concerns, and ensuring client satisfaction to build long-lasting relationships.

Requirements

Medical Laboratory scientist/technologist/B Sc. /HND biological sciences/Registered Nurse

Candidates with lower qualifications but direct cognate experience may be considered

Proven experience of 1-3 years in business development/sales, preferably in the healthcare/service industry

Strong analytical skills to interpret market data and trends effectively.

Excellent communication and interpersonal skills for building relationships with key stakeholders.

Strategic thinking and problem-solving abilities.

Knowledge of healthcare environment and trends will be an advantage.

o Location: Yaba, Lagos

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