



**RECRUITING AND  
BUILDING A FLEXIBLE  
MEDICAL SALES TEAM IN  
TODAY'S CHANGING  
WORKPLACE**



# NON-TRADITIONAL

Flexible working is more than just a corporate trend in the medical sale industry. Increasingly, flexible employment is becoming the new norm for countless organisations worldwide.

Although remote work, hybrid work, and even flexible hours are nothing new, when the COVID-19 pandemic hit in 2020, it strong-armed companies into actively experimenting with changes in how they operate.

Now, 80% of respondents to one survey said they'd be more loyal to their employer if they offered flexible working arrangements. Experiments with flexible work in the medical sales environment have proven that a dynamic approach to work benefits employees and delivers dividends to companies.

Staff members benefit from pursuing greater wellbeing and work/life balance. At the same time, employers can take advantage of higher levels of productivity, increased retention, and greater access to talent.

In fact, in today's skills-short medical sales space, flexibility can make a huge difference to the number of candidates you attract to your team. Around 92% of millennials now say flexibility is a top priority when job hunting.

The good news is that digital transformation and the rise of new tools and solutions for flexible working have made it easier for companies to empower their teams wherever they are. However, many medical sales businesses still resist the change.

Now that legislation is appearing worldwide, providing staff with the right to request flexible working opportunities, organisations must learn how to adapt to this evolving work trend.

One of the biggest issues medical sales companies have with building a flexible workforce is they don't fully understand what "flexibility" means in the business world. Flexible work doesn't just have to mean allowing teams to work remotely.

In the medical sales industry, a flexible workplace can be any environment that provides employees with more diversity in managing their hours and workflows. The underlying idea is to switch from looking at productivity in terms of hours spent in the office to paying attention to an individual's output and key deliverables.

A flexible working strategy can include the following:

**Flexible hours:** Flexible working hours allow employees to choose their schedules to fit around existing commitments. This enables a greater level of work-life balance. Staff members can choose to start and end their work day whenever they choose, provided that they deliver the results required by the company.

**Condensed schedules:** The four-day workweek has become a popular trend in the flexible work landscape. Condensed schedules allow team members to complete their allotted hours in fewer days, giving them more time for themselves and their families. This can help to improve wellbeing in the workplace and improve employee engagement.

**Remote and hybrid work:** While remote work strategies aren't the only way to embed flexibility into the workplace, they are a popular option. Even if team members can't work away from the office full-time, companies can offer hybrid working strategies which allow team members to choose where they work based on their needs and tasks.

## The Value of Flexibility in the Medical Sales Workplace

Before the pandemic, flexible working roles were relatively uncommon. Many business leaders assumed giving their team members more flexibility would damage productivity, lead to disengagement, and reduce results.

However, after the pandemic forced more medical sales companies to experiment with flexible strategies, they began to discover that flexible work offers many benefits for both businesses and their employees.

# The Benefits of Flexible Working for Employees



For medical sales employees, flexible working offers several distinct benefits. Primarily, it's an excellent tool for promoting wellbeing. With more flexibility in their work hours and locations, team members can spend more time focusing on their needs and personal life.

For team members, access to flexible work provides benefits like:

**Less stress:** With flexible work, medical sales employees can choose where to work to minimise stress and anxiety. They can also avoid the headache of commuting to work each day, meaning teams spend longer on crucial tasks. One report in People Management found 52% of remote workers work longer hours when away from the office.

**Greater job satisfaction:** Giving employees the freedom to manage their tasks and time according to their specific needs increases their confidence, boosts their morale, and makes them more engaged. When staff members believe their employers value their wellbeing and work-life balance, they feel more committed to the company.

**Greater wellbeing:** Remote work doesn't just tackle the issue of stress in the workplace; it also provides teams with the freedom they need to focus on work/life balance and keeping themselves healthy. Wellbeing in the workplace minimises absenteeism and improves the workplace for both employees and employers alike.

Crucially, in today's complex economic environment, flexible working opportunities can also help staff members to save money on commuting, buying lunch away from home, and more.

**52%**  
of remote workers  
work longer hours  
away from the  
office



# The Benefits of Flexible Working for Employers



For medical sales employers, evidence of the benefits of flexible working has been mounting up for a while now. Studies have found, as reported by Gallup, that offering flexible work opportunities increases employee engagement. More engaged employees deliver better results and are more enthusiastic and energetic.

For business leaders in the medical sales environment, flexible work offers benefits like:

## **01** Improved employee retention

Following the pandemic, the Great Resignation was heavily driven by employees looking for new roles offering flexibility. Offering flexible working opportunities within your business can help you retain crucial talent and strengthen employees' loyalty towards your business.

## **02** Innovation

Employees who are less stressed and overwhelmed in the workplace are more likely to be creative and innovative. Moreover, because flexible employment opens the door to hiring staff members worldwide, companies can access a more diverse range of people for their teams, improving creativity on a massive scale.

## **03** Easier recruiting

Not only does flexible working provide companies with access to a larger talent pool, but it can also make it easier to attract qualified candidates to roles. In a skills-short medical sales market, a flexible working policy can help to strengthen your employee value proposition and encourage new team members to join your workforce.

# The Benefits of Flexible Working for Employers

## 04

### Productivity

Stressed, overworked employees are more likely to disengage from the workforce, quit their jobs, or take sick days. According to [one Gartner study](#), 43% of respondents said flexible working hours helped them achieve higher productivity levels. Additionally, 30% said no time commuting made them more productive.

## 05

### New Opportunities

With flexible working hours, companies can hire staff members from around the globe, making it easier to explore new opportunities for growth and development. It's even possible to create better opening hours for customer service, improving customer retention and loyalty.



# Recruiting a Flexible Medical Sales Team: The Key Steps



The first step in building a flexible medical sales team is learning how to adjust your recruiting strategy to improve your chances of reaching a diverse talent pool. The easiest way to make your roles more appealing to the right staff members, and boost your chances of accessing flexible talent, is to work with a medical sales recruitment company with experience in the field.

A recruitment company can help you enhance your job descriptions to showcase your focus on flexibility, determine which roles you can offer flexible work for, and even provide access to passive candidates and other sources of talent.

Alongside finding the right recruitment team, companies investing in flexible working practices will need to follow these steps to transform their hiring process:

## Step 1

### Identify Areas Where Flexibility is Required

First, it's worth examining your business structure and determining where flexible work is necessary or even possible. Not every medical sales role will be suitable for remote working, but many will benefit from different forms of flexibility, such as different working hours.

Examine the current team members in your workplace, and think about the roles you want to hire for. Consider the nature of the tasks employees will be completing and how productive they'll be able to be outside of the workplace or working according to their schedules.

It's also worth discussing options for flexible working with employees. For instance, ask your team members whether they'd prefer flexible working strategies or more structure in their routine.

Negotiate opportunities based on your staff members' needs and business requirements. For instance, if you can't allow a person to work remotely full time, can you offer a hybrid work schedule to benefit their work/life balance?

## Step 2 Emphasising Flexibility in Job Descriptions

Once you've determined where flexibility can be implemented into your business structure, the next step is updating your job descriptions with a focus on the opportunities you can offer. In the medical sales landscape, a job description isn't just a way to inform candidates of the tasks they'll be expected to complete in a role. While setting expectations for output is important, it's also crucial to highlight your employee value proposition and what you can offer your teams.

Explain in job descriptions exactly what aspects of flexible working each candidate can access in their role. Can they choose to work remotely or in a hybrid setting? Will they have autonomy over their working hours or be able to work a four-day week?

It's also worth communicating how your company empowers medical sales employees to stay productive and efficient. Highlight the tools and resources you can offer flexible employees, how you preserve company culture with different types of workers, and how you deliver on promises for diversity, equity, and inclusion.

## Step 3 Evaluating Candidates: Skills and Traits to Look For

Next, business leaders need to consider how they'll assess each candidate's viability for flexible work. Not every employee will be well-suited to a remote or hybrid work strategy. Some team members need more structure to thrive in their medical sales roles. During the interview process, you can ask questions to look for specific traits crucial to flexible working, such as:





## Communication Skills

Ask team members how they stay connected with a diverse range of distributed employees when face-to-face interactions aren't available. Discuss the tools and technologies they're familiar with, such as video conferencing and messaging apps.

## Critical Thinking

Flexible workers have more autonomy over their roles, which means they need to be able to act intuitively and independently. Ask your candidates for examples of how they've resolved problems in the past with their critical thinking skills.

## Discipline

While many medical sales flexible workers show phenomenal discipline when working on a flexible schedule, others can struggle without structure. Ask your employees how they'll ensure they reach their targets and deliver results when working flexibly.

## Collaboration

Communication and collaboration are crucial in a flexible working environment. Ensuring your staff members know how to work effectively together in any setting is essential to preserving productivity in the workplace.

## Time Management

If your employees choose their own hours and working schedules, they also need to be able to manage their time effectively. Ask questions about how your employees handle their schedules and minimise time management issues.



# Nurturing a Flexible Team: Empowering Staff to Thrive



Recruiting flexible workers to join your team is only the first step in creating a productive and powerful company in the modern world. Once you've found the right talent for your medical sales workforce, you must also ensure you provide your staff members with the tools and resources they need to thrive.

Companies can empower their flexible teams in several ways, from investing in innovative cloud-based technology to keep staff connected to investing in consistent communication. Here are some core areas business leaders must focus on to ensure their medical sales employees can stay productive.

## Training and Development: Supporting Teams in Flexible Work

First, while flexible work is becoming more common in the medical sales landscape, it's still something many employees aren't familiar with. While you can assess your new candidates during the interview process to check for traits and characteristics that make them suitable for flexible work, it's also worth providing access to consistent training and development focusing on:



**Technical skills:** Provide employees with the technical guidance to utilise tools critical to their workflow. This could include training on collaboration and communication tools, using cloud-based software, and managing schedules and time effectively with calendars, project management tools, and to-do lists.

**Soft skills:** Some employees in the flexible workplace will require extra support developing the soft skills they need to be effective in their roles. They may need help strengthening their communication or leadership skills or guidance on time management and critical thinking. Regular training and support from leadership can help to promote stronger company culture and better engagement from staff.

Additionally, medical sales companies could consider implementing mentorship and buddy programs, which encourage staff members to share skills and learn collaboratively. Mentors in the business environment can share their insights, help to keep staff members engaged and improve the onboarding experience for new staff members.

# Encouraging a Flexible Mindset and Company Culture



Implementing flexible work into the medical sales landscape doesn't just involve investing in cloud-based software and giving teams more autonomy over their schedules. Companies also need to adapt their culture and focus on strengthening the mindsets of their flexible employees.

First and foremost, it's important to create a sense of community in the workplace between every employee, regardless of whether they're working remotely, on a traditional schedule, or with a condensed work week.

Around half of the employees in one study said they stayed in their jobs for longer when they felt a strong sense of community. Encourage your teams to collaborate and communicate regularly to build stronger bonds.

Additionally, it's worth cultivating the right mindset by setting expectations for flexible work as early as possible. Let team members know how much freedom they'll have and how they'll be expected to perform in return. Provide regular feedback and guidance to ensure staff members stay on the right track, and encourage people to act independently and communicate their needs to medical sales leaders and supervisors when necessary.

Other great ways to boost your flexible company culture include:

- **Make collaboration fun:** Get people invested in collaborating with team members with gamification, feedback, rewards, and fun group sessions. Allow people to build bonds in the workplace by promoting regular conversations not focused on work.
- **Keep teams engaged:** Keep staff members engaged by rewarding their hard work, offering feedback, and keeping everyone informed with regular, transparent communication. This will help to prevent flexible workers from feeling isolated.
- **Collect feedback:** Don't just provide feedback to teams; listen to your flexible workers, and pay attention to their evolving needs over time. Ensure your medical sales staff members feel comfortable approaching leadership about changes to their schedule or role.

## Supporting Leaders in Managing Flexible Teams

While many factors can make or break the success of a flexible medical sales team, few things are more important than the right leadership strategy. Leaders in your team are responsible for keeping staff engaged, motivated, and productive wherever they are.

While many factors can make or break the success of a flexible medical sales team, few things are more important than the right leadership strategy. Leaders in your team are responsible for keeping staff engaged, motivated, and productive wherever they are.

Start by teaching leaders how to adapt their management style to their team members. Focus on eliminating issues like "micromanagement". 68% of workers say micromanagement decreases their morale, and 55% say it harms their productivity.

Today's flexible staff members want to feel like they're trusted to handle things independently. Unfortunately, business leaders can often struggle to determine when to give employees autonomy and when to provide direction.

Leaders can improve the morale and performance of medical sales flexible teams by:

01

### Communicating consistently and effectively:

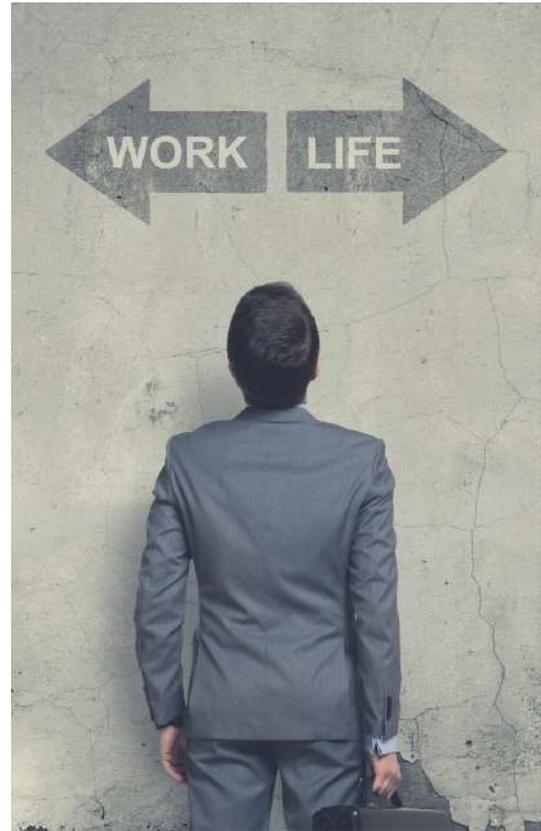
Leaders should constantly communicate transparently with their employees, wherever they are, to provide them with guidance, feedback, and direction. Providing clarity on expectations and maintaining an open line of communication is crucial to boosting workplace productivity. Good communication skills from leaders can also encourage staff members to reach out when they're worried their current schedule might lead to burnout.



## 02

### **Prioritising wellbeing:**

One of the biggest benefits of the flexible workspace is greater work/life balance. However, leaders still need to encourage team members to look after their mental and physical health. Creating a wellbeing programme or implementing strategies to assist team members in protecting their health when working flexibly can reduce the risk of a flexible strategy failing to thrive.



## 03

### **Setting flexible teams up for success:**

Encourage leaders to discuss each employee's needs regularly to provide the right resources to every staff member. Some employees may need access to specific cloud-based software to work remotely or hardware to set up a home office. Others will need assistance learning project management, productivity, and collaboration tools.

Above all, medical sales leaders should consistently commit to building trust in the workplace. Encourage supervisors and managers to give their teams the freedom to work independently and concentrate on delivering transparent, honest communications.



# About Advance Recruitment

Advance Recruitment is a specialist medtech recruitment agency with a focus on filling commercial positions such as management, sales, marketing and clinical training.

Founded in 1997, we are the longest established recruitment agency in our sector.

Based in Manchester, our in depth knowledge of the medtech sector allows us to help our clients attract the brightest talent and enables our candidates to build exciting and fulfilling careers.

We work with everyone from large, blue-chip multinational companies to SMEs and start up organisations.

## Memberships



Corporate  
Member

The REC is the voice of the recruitment industry, speaking up for great recruiters.

It drive standards and empowers recruitment businesses to build better futures for their candidates and themselves. They are champions of an industry which is fundamental to the strength of the UK economy.

REC members are recognised for their professionalism and the value they provide to clients and candidates. If a recruitment agency displays the REC logo, it's a sign of quality. It demonstrates that they have passed the REC Compliance Test and adhere to their Code of Professional Practice.

Advance Recruitment's values are aligned to that of the REC and you are guaranteed a high standard of ethical conduct and professional behaviour.

## Next Steps

Connect with us on LinkedIn:

- [Follow our company page](#)
- [Karen McCurdy - Director](#)
- [Dave Johnson - Director](#)
- [Liv Riley-Joyce - Senior Recruitment Partner](#)
- [Clare Brennan - Resourcer](#)
- [Jasmin Williams - Talent Partner](#)

Follow us on:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

If you are looking to expand your team, please do not hesitate to give us a call to see how we can save you time on your hiring process.

Call: 0161 969 9700

Email: [info@advancerecruitment.net](mailto:info@advancerecruitment.net)

## TESTIMONIALS



Karen and her team treated the assignment as high priority and we successfully delivered the brief. They went above and beyond to make this happen for us.

Karen and her team understood our business needs and used their contacts effectively. They also advised on creative options to ensure we were exploring a variety of different opportunities.

I would have no hesitation to recommend Advance and in particular Karen McCurdy to partner your business and attract a high calibre of candidates.

Carole Evans, HR Manager - AMBU

I started dealing with Advance probably 10 years ago, and they have helped me enormously throughout my journey. Always enjoyed speaking with Dave, Liv and Karen. Had excellent support and advice throughout, and always felt Advance were looking out for my interests, not just to get a sale.

I quickly found myself calling Advance first because of the service. As I've got to know key people at Advance, and as they've got to know me, it's created an excellent working relationship. I feel Advance know the type of candidate I hire, and also the type of role that would be a great fit for me.

In my 13-year career in medical, Advance has helped me move to 3 different positions, all of which were great fits. As a manager I have lost count of how many great candidates Liv, Dave and Karen have helped me hire. They know the type of person that would succeed in my teams and really do solve the problem I have.

I am 100% willing to recommend to colleagues and they are the first people I recommend to anyone who mentions medical recruitment.

Andy Massey, Sales & Marketing Manager, Bracco



## TESTIMONIALS



I have worked with Karen and the Advance Recruitment team to help us source a number of sales and marketing vacancies. I have really enjoyed working with Karen, she is easy to communicate with and worked me out quickly which helped us both! What stood out for me was her ability to genuinely listen and understand what I wanted and the skill set and person I was after. This was something other recruiters can miss and I find frustrating. So it was great to be understood and see quality candidates being put forward.

It was not an easy time finding the right people during COVID and the video interviewing platform really helped me balance and manage my time effectively to screen the candidates that I wanted to take to the next stage of the process. We will definitely be working with Karen and the team again for our next hire.

Tom Atkinson, Country Manager - Nipro Diagnostics

I had come across Advance Recruitment several months ago as I had been receiving useful content, not just around hiring the right talent but also about more generic leadership including employee retention and sales growth planning etc.

Liv really listened to what I had to say during our initial contact and briefing call. She was extremely professional in her manner, listened (very important), clear in her communications and overall a pleasure to work with. This was the easiest recruitment process I've been through.

I would absolutely recommend Advance Recruitment for hiring new talent. They clearly have a good network of connections to good people and are very easy to work with. It's a 10/10 from me.

Spencer Martin, Business Manager, Medtrum



“

Its a 10/10 from me! Liv Riley-Royce managed the recruitment process. She was extremely professional in her manner, listened (very important), clear in her communications and overall a pleasure to work with. This was the easiest recruitment process I've been through

Spencer Martin, Business Manager, Medtrum

I started dealing with Advance probably 10 years ago, and they have helped me enormously throughout my journey. Always enjoyed speaking with Dave, Liv and Karen. Had excellent support and advice throughout, and always felt Advance were looking out for my interests, not just to get a sale.

I quickly found myself calling Advance first because of the service. As I've got to know key people at Advance, and as they've got to know me, it's created an excellent working relationship. I feel Advance know the type of candidate I hire, and also the type of role that would be a great fit for me.

I am 100% willing to recommend to colleagues and they are the first people I recommend to anyone who mentions medical recruitment.

Andy Massey, Sales & Marketing Manager, Bracco

Sourcing and selecting talent is one of, if not the most important aspect of a managers role. To build a highly successful, diverse, collaborative & motivated team you need the right people with the right skill sets and the desire to succeed. To help you do this it is imperative that you partner with a recruitment team that knows you and your business inside out and more importantly can identify and source the right people for you.

I have been in medical sales for 29 years and worked with many recruitment teams along the way. Lately I have been working with Advance Recruitment and Karen McCurdy who have been first class. You are not fed CV's en masse but given a select few that they know will suit you, your business and compliment your team dynamics. Advance Recruitment and Karen are a very valuable extension of my team!

Nick Roberts, Sales Director UK and Ireland, Atos Medical UK

”