



**CRITICAL HIRING
TRENDS IMPACTING
YOUR MEDICAL SALES
JOB SEARCH IN 2024**



NON-TRADITIONAL

For a while now, candidates in the medical sales industry have held a position of power. Though the number of vacancies worldwide is falling, 77% of employers still say they struggle to fill roles, leading to an influx of job opportunities for the right talent.

If you have the in-demand skills medical sales hiring managers are looking for, you could potentially have endless valuable job opportunities.

What's more, though some companies are beginning to embrace return-to-office mandates, there are still plenty of opportunities for you to expand your job search to include remote and hybrid roles. Around 70% of talent professionals believe "virtual recruiting" is the future.

As an added benefit, business leaders are beginning to respond to the changing priorities of their candidates, creating more inclusive, empathetic, and flexible working environments.

However, there are still challenges to overcome. The increasing presence of AI in the recruitment landscape has created new issues for applicants to overcome, such as AI bias. Additionally, more opportunities in the job market also mean it's harder to make the right choice for your career path.

Understanding which hiring trends will impact your job search in 2024 and how you can navigate the changing landscape is crucial.

Here at Advance Recruitment, we're giving you a behind-the-scenes insight into the latest recruitment trends you need to know as you step into the future job market.

01

Specialist Recruitment Partners Will Be a Vital Resource

Skill shortages remain a significant concern for today's medical sales employers. The acceleration of digital transformation, among other factors, has created a new demand for different skills, such as digital literacy and confidence with cloud computing.



By 2030, experts predict more than 85 million jobs could go unfilled due to a lack of available candidates. While this means candidates with the right skills have endless opportunities to choose from, it also means finding the right path in your career can be complex.

Working with a professional medical sales recruitment company could be the key to ensuring you're making progress towards your career goals. Recruitment partners can help you navigate the job market in your industry, working with you to help you find roles that align with your values, skills, priorities, and expectations.

These expert teams can provide the guidance you need to ensure your job applications reach the right companies, regardless of which AI tools or applicant tracking systems they use.

They can help you craft the right professional brand to attract the most appealing job offers and ensure you don't make decisions that compromise your values. Recruitment partners can also boost your chances of finding employers that adapt to your needs for flexibility and empathy.

Even if, like 73% of job seekers, you're a "passive" candidate with no plans to change your role immediately, a recruitment company can place you in the talent pipeline of the company you most want to work with someday.

If you haven't considered partnering with a recruitment company, this could be the perfect time to leverage the right team and enhance your professional future.

02

Flexible Working Models Will Evolve

Demand for flexible working has risen consistently since the pandemic. More than 8.7 million full-time workers say they want to work "flexibly", whether this means choosing their hours or embracing hybrid and remote strategies.

For medical sales employees, flexible working opportunities will continue to grow. Although 90% of business leaders now say they plan to implement return-to-office mandates by the end of 2024, employers are unlikely to eliminate flexibility.

Many organisations still consider flexible work an important benefit for attracting talent in a skills-short environment. Additionally, new mandates are appearing worldwide to support the drive for flexible employment.

The UK "Flexible Working Bill" set to come into force in 2024 will allow you to make at least two requests for flexible work in any 12 months. The onus also will not be on employees to explain why they need a flexible schedule.

That being said, employees looking for specific roles in today's medical sales environment may need to be willing to compromise. Demonstrating a willingness for at least part-time in-office work may improve your chances of getting the desired role.

Be open to discussing different opportunities with your employer, such as a four-day workweek or more control over your schedule if you choose a company that values in-office work.



03

Employers Invest in Diversity, Equity, and Inclusion

Throughout 2023, countless medical sales employees demonstrated a demand for more diverse, equitable, and inclusive employers. While there's still work to be done in this landscape, many leading companies are taking notice of the value DEI can bring.

McKinsey research found companies in the top 25% for diversity and inclusion initiatives were up to 36% more profitable than their peers. Plus, 85% of business leaders now believe a diverse and inclusive workforce is crucial to innovation.

Employers now know they need to take a broader approach with their DEI initiatives, developing new strategies for attracting not just people of all ages, genders, and races but also candidates who identify as "neurodiverse".

Many leading employers have turned to recruitment partners like us in the last year to build a more inclusive recruitment process. As a candidate in the medical sales industry, searching for an employer with a strong DEI strategy can significantly improve your satisfaction at work. Work with a specialist recruiter who understands your demand for diversity, equity, and inclusion, and watch out for the following factors in your job search:

- **Inclusive job ads** that avoid discriminatory language, such as "young go-getter".
- **Internal inclusion programs** include team-building exercises, cross-team collaboration, and adaptable onboarding strategies.
- **Well-trained managers** who understand how to support and engage employees, regardless of their background, age, or other factors.

04

Wellbeing and Empathy in the Workplace

While medical sales candidates have long championed empathy in the workplace, business leaders are now beginning to recognise the benefits too. The US Empathy in Business survey in 2023 found that 86% of employees believe empathetic leadership is crucial to a good company culture.

Many employers now know they must show they care for their teams to attract the right talent. This has led to a rapid increase in companies investing in wellness initiatives, candidate experience, and holistic onboarding programs.

It's not just the demand for talent in a skill-short landscape driving employer focus on empathy. Increasingly, companies are struggling with higher levels of team burnout. Globally, burnout has increased incredibly, particularly in the US, where 43% of middle-level managers are burning out on the job.

86%
of remote workers
feel they have to
prove they are
working hard

Employers are taking new approaches to supporting their teams to preserve productivity and reduce absenteeism and turnover. Medical sales businesses are exploring strategies to overcome issues like rising stress levels and even "Epresenteeism" – the problem that causes remote and flexible workers to feel increased pressure to be "available" at all times.

With studies showing that 86% of workers now feel the need to prove themselves to their employers when working from home, business leaders are championing work-life balance. When looking for the right employer in 2024, focus on companies that promote inclusion for all workers, pay attention to employee feedback, and commit to collaborating with their teams on strategies to reduce burnout.

05

Soft Skills Become More Valuable to Employers

Digital transformation and the changing workplace have created concerns for many medical sales candidates in recent years. Up to 61% of employees worry they don't have the skills required to thrive in their industry in the years ahead.

At the same time, 80% of CEOs say they're concerned about their workforce's lack of digital skills. Many employers need their team members to be comfortable using the latest technology, from cloud-based apps to AI.

However, many businesses are also recognising the role they play in ensuring their team members are empowered to deliver their best work. Companies invest more heavily in training and development initiatives to minimise technical skill gaps.

97%
of employers
believe soft skills
are more crucial
when hiring

As a result, businesses are focusing less on hard skills that can be taught when reviewing candidate applications. Instead, 97% of employers now say soft skills are as important or more crucial than technical skills when hiring decisions.

Even if you don't have all of the hard skills a medical sales employer is looking for, you can still improve your chances of getting a job offer if you show the right soft skills. The ability to collaborate, communicate, and manage time in a changing work environment is now crucial.

Additionally, employers are increasingly drawn to candidates who demonstrate resilience and adaptability. Demonstrating how you can overcome challenges and remain productive during tumultuous times will boost your value in the eyes of business leaders.



Artificial intelligence has been a core focus for many businesses and consumers in the last year. Transformative technologies, like ChatGPT, have presented new opportunities for companies and candidates alike.

Today's AI tools give medical sales employees easier ways to find jobs relevant to their interests and skills. For instance, LinkedIn's platform can match candidates with jobs relevant to their priorities and backgrounds in seconds. They also help candidates refine and optimise their job applications, CVs, and cover letters with creative and data-driven directions.

AI also supports employers, helping them automate the screening process, create more appealing job descriptions, and communicate consistently with candidates. Certain tools can even enhance the candidate experience, keeping job seekers informed about the progress of their application and answering any questions they might have.

Unfortunately, AI in the medical sales hiring landscape also has issues to be aware of. AI systems can exacerbate unconscious bias, particularly when trained with incomplete data.

To mitigate this issue, candidates should be wary of any company relying too heavily on artificial intelligence during recruitment. Ensure the companies you approach still bring human beings into their hiring strategy and focus on building real connections with candidates.

Working with a medical sales recruitment company will help with this, as the relationships these companies already have with employers demonstrate the organisation continued commitment to keeping humans "in the loop".



Branding strategies have become essential for both medical sales candidates and employers. As a competitive hiring market candidate, you'll need a powerful professional brand that showcases your skills, qualities, and abilities online and offline.

In 2024, medical sales job seekers must focus on refining their image on social media channels and building the right network connections to unlock new opportunities. Showcasing a strong personal brand will help you appeal to companies investing in employee advocacy.

However, paying close attention to your employer's brand is also important. Today's businesses know how crucial their branding is to connect with and retain the right people. 83% of employers know a strong brand helps them to attract and retain talent.

In 2024, medical sales job seekers must focus on refining their image on social media channels and building the right network connections to unlock new opportunities. Showcasing a strong personal brand will help you appeal to companies investing in employee advocacy.

However, paying close attention to your employer's brand is also important. Today's businesses know how crucial their branding is to connect with and retain the right people. 83% of employers know a strong brand helps them to attract and retain talent.

Searching for evidence of the right employer brand can help ensure your company shares your values and priorities.

When researching medical sales opportunities, learn as much as possible about a company's culture, commitment to diversity and inclusion, work-life balance, and social responsibility. Find out whether the company commits to developing its team members and has strong training, succession, and promotion strategies.

It's also worth paying attention to the ethical values your employer demonstrates. Today, 1 in 3 staff members say they'd accept a lower salary to work for a socially responsible company. If you want your employer to share your values, be clear with your recruitment partner.

Remember, we're still in a skill-short market, which means you should have plenty of opportunities to find the right environment to work in.

1 in 3

staff members would accept a lower salary if working for a socially responsible company

SUMMARY

Although medical sales candidates have much power in today's hiring landscape, navigating the space can be complex and challenging. There are plenty of opportunities for people with the right skills, personal brand, and resilience. However, hurdles will be overcome, such as AI recruitment bias and choosing which employer you want to work with.

In 2024, the hiring space will continue to be unpredictable and dynamic. Skill shortages will continue to grow, and employers will work harder to attract the needed talent.

Make sure you have a strategy to help you select the right employer based on your priorities and values. Specialist recruitment teams will help you sort through your options and pave the way to a brighter future.

Good Luck!

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](#)
- [X \(formerly Twitter\)](#)
- [Instagram](#)

If you are looking to make your next move in medical sales, please do not hesitate to give us a call.

Call: 0161 969 9700

Email: info@advancerecruitment.net

Joshua Clegg, Product Specialist - Medartis

Dave and Advance are by far the best recruiters I have ever worked with. I discovered Advance when they reached out to me about some roles that they were recruiting for. From the start they have demonstrated a superior level of professionalism but have also made the working relationship a pleasure to be a part of.

Dave and Karen both have exceptional knowledge of the roles that they are recruiting for but also are extremely personable.

I cannot recommend working with Dave and Advance enough, and my expectations from recruiters are now set to a very high standard after dealing with them. I cannot thank them enough for their assistance through the interview process and their genuine investment in their roles.

Lauren Turner, Clinical Educator - AMBU

Advance Recruitment stood out to me as they specialise in medtech companies and healthcare practices. Karen was incredibly helpful in listening to what my current situation was and helping to find me a solution to that.

With a very quick interview turnaround, I managed to secure a fantastic new role within a week of leaving my job. I've got a new role with a better territory, training and support and a higher income.

Advance Recruitment are lovely to work with, they answered any of my questions very quickly, listened to any concerns I have, and helped with interview preparation.

I have already recommended 2 of my friends to Advance Recruitment and will be happy to recommend again in the future! :)

Dawood Iqbal, Territory Manager - Teleflex

I have used Advance Recruitment since 2015 and Karen McCurdy has always been on hand to support. Karen has always been professional in her approach but has a friendly and supportive manner which is why I always prefer working with her.

When I contacted Advance Recruitment I instantly felt like a valued partner and was offered roles that were right for me.

Karen helped me find my previous role in 2015 which was a perfect fit for me, I excelled in that role and decided to look for new opportunities in 2023 and again Karen found a role that was exactly what I was looking for in regards to the opportunity itself and career progression.

I would highly recommend that anyone looking for a new role or career advice reach out to Advance Recruitment.

