

Key Account Manager

Job ID
REQ-10015105
Jul 09, 2024
Belarus

Summary

Achievement of target company growth, realizing the potential of effective strategic sales channels and key customers based on cross-functional cooperation.

About the Role

Major accountabilities:

- Promotion of the company's products
- Gathering data on the number of patients in need of the company's drug treatments, coupled with analysis and forecasting, is crucial to guarantee uninterrupted patient access to therapy.
- Formulate an action plan that includes key professionals and decision-makers to enhance awareness and access to medications for patients.
- Identify and engage with key opinion leaders to forge long-term partnerships and nurture these connections.
- Provide informational support for the company's pharmaceutical products.
- Interaction with decision makers about providing patients, in order to increase the availability of the company's drug and improve the quality of life of patients.
- Engaging with key healthcare decision-makers to enhance the availability of the company's pharmaceuticals and improve patient quality of life.
- Leading the development and execution of national and regional initiatives with a multidisciplinary team to increase patient treatment access.
- Establishing a database for targeting and segmenting specialists within the relevant audience, ensuring adherence to personal data processing standards in the CRM system.
- Guaranteeing adequate target audience coverage and executing the visitation plan.
- Consistently scheduling visits and documenting them in the corporate CRM system.
- Discussing with healthcare system representatives and partners to include the company's drugs in medical institutions' formularies and regional programs.
- Enforcing the product promotion strategy set by the marketing department, compliant with the Republic of Belarus's laws.
- Monitoring supply chains to ensure patients receive medications promptly.
- Creating and maintaining a customer base with an assessment of the business potential of customers.
- Work involving the company's reporting is conducted in line with management's procedures, standards, and operational demands.
- Undertaking business trips to designated regions.
- Following other directives issued by company management.

Key performance indicators:

- Attaining personal objectives for product promotion in established regions.
- Conducting visits and securing coverage as per company standards.
- Proficiency in pharmaceuticals, assessed via written and oral examinations at the supervisor's or their delegate's discretion.
- Adherence to the visitation schedule. The monthly visit agenda should be prepared promptly.
- Prompt entry of data into the CRM system.
- Maintenance of an up-to-date customer database for the current month, categorized by potential, loyalty, sector, and visitation frequency.

Minimum Requirements:

- University degree, medical or pharmaceutical education (desirable).
- Successful experience in promoting pharmaceuticals (hospital segment, budget channel) for more than 3 years. Work experience as a key account manager in the at least 1 year.
- High level of responsibility to clients.
- Understanding and striving for ethical work practices.
- Result oriented.
- Good understanding of the pharmaceutical market, knowledge of the territory and customers (as an advantage). Knowledge of the specifics of public procurement, main suppliers and consumers.
- Intermediate English proficiency (will be an advantage).
- Confident MS Office user.
- Having a driving license of category B and driving experience.
- Readiness for business trips.
- Ability to work in a team; focus on achieving results, developed communication and negotiation skills, confident communication and presentation skills.

Skills:

- Account Management.
- Crm (Customer Relationship Management).
- Customer Care.
- Field Sales.
- Key Account Management.
- Merchandising.
- Multitasking Skills.
- Office Administration.
- Patient Care.
- Procurement.
- Promotion (Marketing).
- Sales.
- Sales Operations.
- Strategic Leadership.
- Support Services.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

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Division

International

Business Unit

Innovative Medicines

Location

Belarus

Site

Belarus

Company / Legal Entity

BYP0 (FCRS = CH024) NPHS AG RO Belarus

Functional Area

Sales

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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