

Territory Sales Manager Oncology - Eastern & Western Bohemia

Job ID
REQ-10007264
Jun 28, 2024
Czech Republic

Summary

Member of a sales team, the Territory Sales manager's purpose is to achieve sales target and improve market share and/or growth for allocated products in their defined territory. The Territory Sales manager is responsible for the best-in-class execution of the brand strategy defined by the marketing team, in their territory. They are responsible for the design and execution of their own territory tactical plan. They promote the brand towards targeted Healthcare Professionals through an omnichannel approach combining face-to-face and digital interactions, as well as congresses and peer-to-peer digital and physical events. They must operate accordingly to the legal, regulatory and compliance rules of Novartis and Czech regulations.

About the Role

Major Accountabilities:

The TSM's responsibilities are:

- Build and develop relationships with targeted HCPs within assigned accounts (hospitals, clinics, office-based HCPs...).
- Provide detailed information to target audience, according to cycle messaging instructions, using the communication models provided by Novartis.
- Reach promotional call targets according to defined segmentation & targeting plan.
- Maintain contacts with targeted audience through tailored-made Omnichannel plan (F2F calls, P2P events, congresses, RTE, digital events, ...).
- Collect and share business insights from HCPs and competition to the brand teams (marketing, medical, market access).
- Share expertise and knowledge of the therapeutic area, the patient journey, the communication and actions of competitors, to anticipate and effectively handle business opportunities and challenges.
- Provide regular feedback to the brand team on Novartis marketing campaigns and competition activities in assigned territory and suggest adaptations.
- Implement product strategies within the assigned region following marketing and direct manager's guidance.

- Map the patient journey customers (eg. Specialty care hospitals, referral centres, eHealth solution providers...), and analyse difficulties and needs at a territory level.
- Design Territory plans based on acute analysis of the market trends and product performance, competitive intelligence analysis, patient journey analysis and robust understanding and analysis of the territory strengths, weaknesses, opportunities, and threats.
- Input the territory plan in dedicated tools and present to the sales and marketing team within the defined governance of the therapeutic area.
- Evaluate parameters for achieving territory goals. Anticipate potential barriers to achieve goals and propose solutions for success.
- Participate in Novartis P2P and national congresses organization and invitations of HCPs.
- Participate in Novartis P2P events and congresses: local, regional, national (eventually international) congresses.
- Operate within assigned budgets, adhering to all applicable policies (P3, SOPs).
- Report sales activities in Novartis CRM tool as per Novartis guidance.
- Report Pharmacovigilance (Adverse events, off-label uses, misuses...) and Quality incidents as per Novartis guidance.
- Act ethically, adhere to all Novartis Code of conduct, V&B and compliance standards and policies.
- Successfully complete extensive training and onboarding activities.
- Maintains high level of product & therapeutic area knowledge.

General requirements:

- Be aligned with all internal processes, regulations and procedures (SOPs).
- Implement all tasks or projects assigned by the line manager.
- Stay in sync with all valid regulations of Czech Republic.
- Follow rules edited by accounts (hospitals rules and regulations).
- Inform direct superior about nonstandard situations/information.
- Active demeanor towards their own professional development according to agreed goals.
- On time reporting of spontaneous adverse events (AE) reports and technical complaints for all Novartis products.
- Proper handling of Marketing Samples and ensuring of all related documents.

Essential Requirements:

- Native Czech and English on level B1
- Minimal 3 years relevant sales experience in the pharmaceutical field, experience from oncology centers preferred
- Valid driver's license B

- Strong communication skills, communicate in an open, clear, complete, timely and consistent manner
- Negotiation and presentation skills, capable of adapting the appropriate style/selling approaches with ethics and professionalism
- Fully supports and implements decisions. Committed to achieving agreed-upon targets
- Assign the highest priority to customer satisfaction, listen to customers, and create solutions for unmet customer needs. Build and maintain close relationships with local opinion leaders and clients

Skills:

Communication: Demonstrate strong communication skills, communicate in open, clear, complete, timely and consistent manner. Listen effectively and invite response. To be a teammate.

Selling Skills: Negotiation and presentation skills, capable of recognizing and adapting the appropriate style/selling approaches with ethics and professionalism.

Commitment and Self-discipline: Fully supports and implements decisions. Committed to achieve agreed-upon targets.

Flexibility and Adaptability: Action oriented, flexibly adapt to meaningful and new situations.

Drive performance: Desire to take on challenges and strive for results.

Customer Focus: Assign highest priority to customer satisfaction, listen to customer, and create solutions for unmet customer needs. Build and maintain close relationship with local opinion leaders and clients.

Organizational skills: Ability to plan, implement procedures, monitor growth and ultimately achieve set goals

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?

<https://www.novartis.com/about/strategy/people-and-culture>

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<https://talentnetwork.novartis.com/network>

Division

International

Business Unit

Innovative Medicines

Location

Czech Republic

Site

Prague

Company / Legal Entity

CZ02 (FCRS = CZ002) Novartis s.r.o

Functional Area

Sales

Job Type

Full time

Employment Type

Temporary (Sales) (Fixed Term)

Shift Work

No

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