

# Field Force Effectiveness & CRM Manager

Job ID  
REQ-10017274  
Oct 02, 2024  
Kazakhstan

## Summary

-Act as a Sales Force Effectiveness business partner to the sales leaders by designing & implementing Sales Force Effectiveness deliverables including measuring product access and sales performance, segmentation & Targeting, account planning, incentive calculation, CRM system management & creating insights through market analytics. Contribute to the definition of a roadmap on how to excel through sales effectiveness and efficiency in the future. Track all relevant KPIs and sales performance in a standardized manner and be able to comply with future requirements of the market.

## About the Role

### Major accountabilities:

- Manage the Sales Force Effectiveness & CRM processes
- Setup infrastructure and systems in close alignment with Regional Commercial Excellence team (CRM, Analytics, Dashboards, Insights, etc.) and ensure high data quality and utilization
- Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs
- Manage Field Force productivity and improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/ alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and customer acquisition strategies and action plans, performance measurement, monitoring and Field Force ROI analysis
- Maintenance of CRM system including data extraction and monitoring KAM standards
- Creation of ad hoc market, product and business analysis based on internal and external data
- Create presentations for the sales leadership team
- Develop, upgrade and monitor Field Force incentive systems
- Align strategic company and Business Unit objectives with sales and promotion plans and incentive schemes
- Support projects for the business unit that involve resource allocation (e.g. launch planning)
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt

### Key performance indicators:

- Timeline, quality and budget of projects
- Management of systems to ensure accurate reporting e.g. customer calls (CRM) and account planning activities and others
- Accurate implementation of the incentive scheme and payment calculations and "health checks" analysis
- Implementation & delivery of launch and post launch measurements

**Minimum Requirements:****Work Experience:**

- Data analysis & work with customer-facing associates in Healthcare / Pharma / related business.
- Commercial experience and/or leadership experience in Healthcare
- Data Analysis

**Skills:**

- Bi (Business Intelligence).
- Business Analysis.
- Business Dashboards.
- Capacity Planning.
- Cooling Systems.
- Customer Acquisition Strategies.
- Customer Retention.
- Customer Service.
- Data Extraction.
- Data Quality.
- Management Skills.
- Merchandising.
- Performance Measurement.
- Salesforce Crm.
- Security Policies.
- Self-Motivated.

**Languages :**

- English (upper intermediate)
- Russian (fluent) - must

**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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Division

International

Business Unit

Innovative Medicines

Location

Kazakhstan

Site

Kazakhstan

Company / Legal Entity

KZP0 (FCRS = CH024) NPHS Almaty RO Kazakhstan

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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