

Key Account Manager

Job ID
REQ-10040493

2月 21, 2025

Belarus

摘要

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

About the Role

Major accountabilities:

- Promotion of the company's products in the entrusted region in accordance with the requirements of the legislation of Republic of Belarus
- Analysis of the entrusted territory and a plan for its development. Making a forecast for patients with company ' s products
- Identification of key opinion leaders for building long-term partnerships with them. Development of relationships with opinion-leaders.
- Information support on the company's products.

- Search for new communication channel in order to increase the availability of the company's drug and improve the quality of life of patients.
- Formation of the base, targeting and segmentation of specialists of the corresponding target audience. Ensuring the availability of "Consents to the processing of personal data" of specialists included in the CRM database.
- Ensuring the necessary coverage of the target audience, implementation of the visit plan.
- Regular scheduling of visits and reporting in the corporate CRM system.
- Knowledge and regular use of the company's current 6IBs model in daily practice.
- Conduct meetings with clients and partners on of health care facilities and regions, improve drug provision programs at the local level.
- Implementation of the strategy of promoting the company's products, developed and presented by the marketing department, in accordance with the requirements of the legislation of Republic of Belarus
- Control of uninterrupted provision of patients with tender positions in the entrusted territory.
- Maintaining regional projects in the entrusted territory in accordance with the marketing strategy.
- Creating and maintaining a customer base with an assessment of the potential of customers.

Key performance indicators:

- Achievement of strategic products in the assigned regions.
- Number of visits and coverage in compliance with the promogrid.
- Frequency of visits to the target clients, percentage of the clients with growing performance.
- Knowledge of the products - checked by means of written and oral tests at the discretion of the Immediate Supervisor or a person replacing him.
- Availability and compliance with the schedule of visits. A plan of visits for a month should be formed in a timely manner.
- Timely reporting in CRM system.
- Availability of a client database with segmentation (potential, loyalty, category and frequency of visits) valid for the current month.

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 hospital segment 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.
- Ability to work in a team; focus on achieving results, developed communication and negotiation skills, confident communication and presentation skills.

Skills:

- Account Management.
- Accountability
- Collaboration
- Commercial Excellence
- Competitive Intelligence
- Compliance
- Crm (Customer Relationship Management).
- Customer Engagement
- Ethics
- Healthcare Sector
- Market Development
- Problem Solving Skills
- Revenue Growth
- Value Propositions
- Process Education

Languages :

- English.

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部门

International

Business Unit

Innovative Medicines

地点
Belarus

站点
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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