

(高级医药代表 / 资深产品专员)

Job ID
REQ-10073626

3月 09, 2026

China

摘要

销售代表是我们客户互动和销售业绩的主要推动者,他们是我们客户体验方法的代言人,并建立深厚的关系,为客户和患者创造价值,以合规和合乎道德的方式推动销售增长。

About the Role

Major Accountabilities

- 推动有竞争力的销售增长
- 通过数据分析识别影响处方决策的高潜力客户(HCP)和利益相关者并确定其优先级
- 通过巧妙地协调积极的客户体验来推动销售业绩
- 参与并建立关系。
- 参与基于价值的对话(面对面和虚拟)以了解关键的客户挑战、决策驱动因素、痛点和机遇
- 通过反映客户偏好、利用可用内容和多个互动渠道,为目标 HCP 个性化和编排客户互动旅程
- 通过与 HCP 合作,为诺华建立长期的持续合作关系

- 通过倾听客户的需求并了解他们的医疗保健环境,提供令人难忘的、以客户为中心的体验,超越临床差异化
- 与意见领袖和顶级医疗影响者在地区层面建立有效的工作关系,并挑战当前的行为,以改善患者旅程(正确的患者,正确的时间)
- 培养对客户深刻洞察和理解
- 收集有关客户业务的见解,以发现对他们来说重要的内容
- 跟进客户反馈,并将响应转化为创造额外价值并超出预期的行动
- 利用可用的数据源来创建、动态优先排序和调整相关的区域、客户和客户交互计划
- 持续与相关内部利益相关者分享客户见解,以支持与产品和适应症相关的内容、活动和互动计划的开发
- 为客户和患者创造价值
- 与跨职能团队合作,设计和实施解决方案,解决未满足的客户和患者需求
- 作为客户值得信赖的合作伙伴,帮助他们经营业务;倾听学习;努力以合规和合乎道德的方式加深关系;定位自己以创建增值解决方案。
- 以正直和诚实的态度行事,以透明和尊重的方式对待客户和同事,并有明确的意图。当面临道德困境时,做正确的事,当事情看起来不对劲时,就大声说出来。遵守诺华道德、价值观和行为准则。

Key Performance Indicators

根据 IMI 现场参与绩效管理委员会成果的指导,在地方一级进行填充。

Work Experience

NA

Skills

销售技巧
 客户洞察
 沟通技巧
 影响技能
 冲突管理
 谈判技巧
 技术技能
 账户管理
 跨职能协调
 医疗保健行业
 商业卓越
 伦理学
 合规

Language

英语

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门

International

Business Unit

Sales

地点

China

站点

Shenzhen (Guangdong Province)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Sales

Job Type

Full time

Employment Type

正式销售)

Shift Work

No

```
var config = { targetId: "kalturaplayer69fb243249ed4475067304", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

无障碍及便利设施

诺华承诺与残障人士共事并为他们提供合理的便利设施。如果您由于健康状况或残障在招聘过程的任何环节需要合理便利设施或者为了履行职位的基本职能请发送电子邮件至 diversityandincl.china@novartis.com 告知您的需求和联系方式,并在邮件中附上您的职位申请编号。

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1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <mailto:diversityandincl.china@novartis.com>
4. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10073626>
5. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10073626>