

## Sales Representative

Job ID  
REQ-10081434

6月 17, 2026

Greece

### 摘要

The Sales Representative, TA CRM, is responsible for executing the in-field commercial strategy for assigned priority brands within a defined territory. The role focuses on high-quality customer engagement, effective execution of brand and tactical plans, generating demand, and delivery of agreed sales objectives, in line with Novartis policies, ethical standards, and compliance requirements.

### About the Role

Financial responsibility: Sales target achievement; planning regional budgets

Decision making: Deciding on content and engagement tactics in a given framework

## External/internal stakeholders Interface

Internal: Collaborates with TA Sales (Area Manager, Sales Head), TA Marketing, TA Medical, Value & Access, Execution Excellence, and other cross functional partners to ensure aligned TA execution.

External: Engages with key accounts, HCPs, Health Care System Stakeholders, and other TA relevant stakeholders.

Impact on the organization: Drives TA commercial performance and customer value, contributing to broader enterprise goals.

## Major accountabilities

Execute the ICE field execution framework by:

- segmenting customers according to company standards (e.g., via ViP tool),
- applying value-based tiering,
- using tailored promotional content and key messages by segment audience,
- adhering to data driven call plans suggestions (e.g., via IDS+),
- consistently deploying personalized omnichannel customer journeys enabled by global International digital tools (e.g., RepAI, IDS+, OnCore, Veeva, etc.),
- timely documenting customers visits.

Deliver high-quality, compliant product promotion in-field activities and customer engagements, in alignment with brand and TA strategies and by:

- applying approved messages through the 6 Impact Behaviors (6IBs) selling model
- leveraging technology enablement to enhance customer engagement (e.g. RepAI, IDS+, OnCore, Veeva, CRM, etc.)
- continuously improving execution quality through building on coaching feedback inputs, field effectiveness assessment reports (STEM) and performance insights (e.g. BEST, C360, etc.) with respective area manager and/or sales head.
- Act as a trusted therapeutic area commercial partner to HCPs, explaining clinical data, evidence, and appropriate product use.
- Maximize technology enablement support systems, e.g. “next best action” proposals, to enhance customer engagement impact.
- Collect, interpret, and share field insights on best practices, customer needs, market dynamics, competitor activity, and territory needs and priorities, to develop actions to address them.
- Participate in or contribute to local events, meetings, and promotional activities in compliance with governance standards.
- Collaborate cross-functionally with TA Marketing, Medical TA, Value & Access, and Execution Excellence partners.
- Operate fully in line with Novartis policies, ethical standards, and local regulatory requirements.

Key performance indicators:

- Achievement of sales targets and objectives
- Quality and effectiveness of customer interactions, including adherence to: 6IBs selling model, value-based tiering and personalized omnichannel customer engagement targets achievement
- Coverage and frequency against suggested call plans
- Adherence to compliance, reporting, and CRM standards
- Quality of insights provided to cross-functional teams
- Progress on field effectiveness assessment (incl Capability building requirements)
- Adherence to International Commercialization Excellence - field sales guidelines and targets
- Completed product and disease knowledge tests

## Ideal Background

Education: University degree in life sciences, business, or a related field.

Language: Fluent in written and spoken Greek, English

## Relevant Experiences

Experience/Professional Requirement:

- Proven experience in pharmaceutical or healthcare sales.
- Strong customer engagement and relationship management skills.
- Ability to execute omnichannel customer journeys effectively.
- Commercial mindset with strong execution focus.
- Analytical skills to interpret data and KPIs.
- Strong communication and interpersonal skills.
- Ability to work independently while collaborating across teams.
- Proven ability to use digital/AI tools as part of daily work.
- High standards of integrity, ethics, and compliance awareness.
- Live by the Novartis Code of Ethics and our Values & Behaviors.

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 \(PDF 30 MB\)](#)

Primary location salary range  
€ 28,140.00 - € 52,260.00

部门  
International

Business Unit  
Sales

地点  
Greece

站点  
Marousi

Company / Legal Entity  
GR11 (FCRS = GR001) Novartis Hellas

Functional Area  
Sales

Job Type  
Full time

Employment Type  
Regular (Sales)

Shift Work  
No

```
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false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
```

```
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
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(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
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config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var kalturaPlayer =
kPlayer.setup(config); // Add the player to the global array.
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.
kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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