(高级骞售全国重点客户经理

Job ID
REQ-10087781

九月 16, 2026

China

摘要

负责地方一级的关键账户管理, 通常管理一个小团队或管理特定帐户/关系。管理与关键账户的业务关系和活动, 以培养和扩展关系并获取销售目标。发展和维持与客户内主要利益相关者的关系, 深入了解客户对患者的挑战, 并确定增强患者护理的解决方案。

About the Role

主要职责：

- *制定客户战略, 打造联合生意计划（ JBP ）: 深入分析连锁客户发展战略及经营特点, 制定年度客户合作策略, 建立客户联合生意计划 , 结合市场环境与客户需求制定增长目标和资源投入方案*
- *管理全国重点客户关系：负责全国性重点连锁客户维护与发展, 建立总部层面合作关系网络, 推动年度总部谈判, 提升诺华品牌影响力和客户合作深度*
- *驱动业务增长与目标达成：制定客户业务计划与费用规划, 持续跟进销售达成情况, 推动总部*

协议在区域落地执行，联动 RKAM/LKAM实现销售目标和市场份额提升
- *客户洞察与商业机会挖掘：监测行业趋势及客户变化，分析客户数据和市场数据，发现增长机会和风险，输出业务建议并推动落地*
- *创新项目与价值零售模式建设：联合客户探索创新合作模式，设计患者管理项目，推动药师赋能、疾病管理、会员运营等创新项目，打造可复制的价值零售解决方案*
- *跨部门资源整合与战略协同：联动市场、医学、准入、销售、数字化等团队，协调总部与区域资源，推动客户项目落地，确保公司战略与客户战略有效融合*

对多元化和包容性/平等就业机会的承诺：

诺华致力于为我们所服务的患者和社区建立一个优秀、包容的工作环境和多元化的团队。

基本要求：

- *具备良好的全国重点客户管理能力，能够制定客户策略，并完成联合生意计划（ JBP的规划与执行*
- *具备良好的数据分析与商业洞察能力，以及较强的项目管理和跨部门战略协同能力*
- *具备创新合作项目的策划与推动能力，能够整合内外部资源并赋能相关团队，促进项目有效落地*

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
Shanghai (Shanghai)

Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area
Sales

Job Type
Full time

Employment Type
正式

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6af25d35af117492528245", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop: 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 = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (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 = {};

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 } }; }

// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise = thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to capture the player directly. thumbEmbedPromise .then(function(player) { window.kalturaPlayerVideos.push(player); // Notify kaltura datalayer.js that a new player is ready so it can // attach custom event listeners immediately, regardless of when // the user clicked the thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', { detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) { console.error(e.message) }

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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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