

Medical Representative

Job ID
REQ-10009474
Sep 10, 2024
Kazakhstan

Summary

Maximum popularization of the Company's products by means of promotion of the active portfolio, communicating the authentic information within a certain area and to certain target clients.

About the Role

Major accountabilities:

- Be aware of properties, indications and therapeutic action of the preparation to be actively promoted, according to the instruction registered in the Republic of Kazakhstan, be aware of promotional and scientific and educational materials with the view of their efficient presentation to clients. Be capable of communicating efficiently the key messages, be aware of positioning of the products, properties, advantages, and benefits.
- Be aware of the public health environment in the region: business structure, key clients, opinion leaders, persons taking decisions, etc. To collect data of developments in the regional pharmaceutical market.
- Establish efficient relations with the clients. Be aware of the full names, key data and contacts of the target clients (doctors, pharmacists, key opinion leaders, etc.), classify them by categories from the point of view of the potential assessment and implementation.
- Regularly prepare the visit schedule and activity report, according to the established format and promotional guide. Analyze efficiency of his/her own visits and make efforts to improve the situation.
- Monitor the undesirable events related to the Company's products and if there are any, forthwith inform under the procedure.
- Interact with the Key Opinion Leaders within the subordinate regions to substantiate the demand, to increase the share of the Company's preparations in the region, to include them in the formularies of the medical and preventive treatment facilities and regions, to initiate writing by the Key Opinion Leaders of letters to support the inclusion of the Company's preparations in the lists regulating the medicines turnover in the tender segment of the market.
- Follow up and review the competitors' activities, propose ideas aimed to increase popularity of the Company's products in the region.
- Be aware of the plan of external events related to pharmaceutical and medical activities, timely communication and determination of the necessity to participate therein.
- Preparation, organization and holding of the promotional events; preparation and engagement in external events, assessment of their effectiveness.
- Update regularly the database: collect the information of new target clients (doctors, pharmacists, key opinion leaders, etc.) and forward to the office.
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Key performance indicators:

- To be populated at local level, based on the guidance that will follow from IMI Field Engagement Performance Management Council outcomes.

Minimum Requirements:**Work Experience:**

- Established Network to target Customer Group desirable.
- Sales in Healthcare / Pharma / related business.

Skills:

- Account Management.
- Commercial Excellence.
- Communication Skills.
- Compliance.
- Conflict Management.
- Cross-Functional Coordination.
- Customer Insights.
- Ethics.
- Healthcare Sector.
- Influencing Skills.
- Negotiation Skills.
- Selling Skills.
- Technical Skills.

Languages :

- Local language and English.

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?

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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 (Sales)

Shift Work

No

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