

# Sales Force Effectiveness & CRM Manager

Job ID

REQ-10017274

Juli 29, 2024

Kasachstan

## Summary

-Act as a Sales Force Effectiveness business partner to the sales leaders by designing & implementing Sales Force Effectiveness deliverables including measuring product access and sales performance, segmentation & Targeting, account planning, incentive calculation, CRM system management & creating insights through market analytics. Contribute to the definition of a roadmap on how to excel through sales effectiveness and efficiency in the future. Track all relevant KPIs and sales performance in a standardized manner and be able to comply with future requirements of the market.

## About the Role

### Major accountabilities:

- Manage the Sales Force Effectiveness & CRM processes
- Setup infrastructure and systems in close alignment with Regional Commercial Excellence team (CRM, Analytics, Dashboards, Insights, etc.) and ensure high data quality and utilization
- Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs
- Manage Field Force productivity and improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/ alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and customer acquisition strategies and action plans, performance measurement, monitoring and Field Force ROI analysis
- Maintenance of CRM system including data extraction and monitoring KAM standards
- Creation of ad hoc market, product and business analysis based on internal and external data
- Create presentations for the sales leadership team
- Develop, upgrade and monitor Field Force incentive systems
- Align strategic company and Business Unit objectives with sales and promotion plans and incentive schemes
- Support projects for the business unit that involve resource allocation (e.g. launch planning)
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt

### Key performance indicators:

- Timeline, quality and budget of projects
- Management of systems to ensure accurate reporting e.g. customer calls (CRM) and account planning activities and others
- Accurate implementation of the incentive scheme and payment calculations and "health checks" analysis
- Implementation & delivery of launch and post launch measurements

**Minimum Requirements:****Work Experience:**

- Data analysis & work with customer-facing associates in Healthcare / Pharma / related business.
- Commercial experience and/or leadership experience in Healthcare
- Data Analysis

**Skills:**

- Bi (Business Intelligence).
- Business Analysis.
- Business Dashboards.
- Capacity Planning.
- Cooling Systems.
- Customer Acquisition Strategies.
- Customer Retention.
- Customer Service.
- Data Extraction.
- Data Quality.
- Management Skills.
- Merchandising.
- Performance Measurement.
- Salesforce Crm.
- Security Policies.
- Self-Motivated.

**Languages :**

- English (upper intermediate)
- Russian (fluent) - must

**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>

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Division

International

Business Unit

Innovative Medicines

Standort

Kasachstan

Site

Kazakhstan

Company / Legal Entity

KZP0 (FCRS = CH024) NPHS Almaty RO Kazakhstan

Functional Area

Der Umsatz

Job Type

Full time

Employment Type

Regular

Shift Work

No

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