

# SFE & CRM Analyst

Job ID  
REQ-10017275  
Juli 29, 2024  
Kasachstan

## Summary

-Supports sales managers to assign business targets through the most efficient field force management. Supports assigned area managers during all field force administration phases (field force design and resource allocation, territory design, sales target/call plan setting, performance evaluation and monitoring etc.) providing insightful and value-added analysis, reliable KPIs and precise numbers. May also be responsible for incentive scheme design, implementation and related payout calculation.

## About the Role

### Major accountabilities:

- Autonomously manage sales force effectiveness topics of the assigned area
- Responsible for providing inputs related to field force size, structure and deployment within the assigned team
- Implementation and monitoring of sales target, call planning, segmentation and targeting processes at pharmacy/account/physician level -Incentive scheme design and implementation (goal setting, reporting, payout calculation)
- Responsible for Sales Force Effectiveness tools management for the assigned area
- Contact point for all information related to Sales Force Effectiveness analysis
- Project management of specific initiatives and ad-hoc analysis in Sales Force Effectiveness domain
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

### Key performance indicators:

- Quality of analysis -Field Force Optimization, Segmentation & Targeting, Call Planning and Field Analytics.
- Management of Customer Relationship Management system(s) including data maintenance, field force support and training

### Minimum Requirements:

#### Work Experience:

- Working experience within the pharmaceutical industry.
- Data analysis

#### Skills:

- Adaptability.

- Business Dashboards.
- Commercial Excellence.
- Cooling Systems.
- CRM (Customer Relationship Management).
- Curiosity.
- Customer Retention.
- Customer Service.
- Efficiency.
- Microsoft Excel.
- Resource Allocation.
- Sales.
- Salesforce Crm.
- Security Policies.
- Team Player.

**Languages :**

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

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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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