NOVARTIS

Sales Rep (Territory Business Executive)

Job ID
REQ-10086729
Oct 16, 2026
LOC_IN

About the Role

Location: Kolkata

Key Responsibilities:

- Create and execute territory business plan aligned to brand strategy (targeting, coverage, quarterly priorities, cycle plans) to achieve productivity and performance
- Drive effective launch execution for new product by ensuring market readiness
- Build strong relationships with KOLs & customers to support product advocacy & generate demand
- Lead multichannel execution to maximize coverage and influence
- Drive high-quality, compliant, HCP engagement using evidence-led, value-based selling; strengthen disease/patient pathway understanding and objection handling
- Use data, sales, prescription insights and market intelligence to optimize targeting, improve call effectiveness, plan territory actions and optimize sales performance
- Work with distribution / trade partners to ensure availability, primary–secondary alignment and stock/expiry risk control in priority channels
- Provide insights to enhance promotional effectiveness and territory performance & collaborate with cross-functional teams to optimize resources and forecasts
- Ensure timely and accurate reporting and resolve issues promptly
- Ensure brand plan execution and KPI governance (coverage, call quality, demand drivers, availability) and manage risks across competition, access and supply
- Champion compliance and uphold Novartis' ethical standards

Role Requirements:

- Science educational background is must, B.Sc., B. Pharma
- Management degree preferred
- Minimum 2 years in pharmaceutical sales, preferably in specialty sales
- Minimum 2 years of sales experience in Dermatology segment
- Strong scientific acumen with the ability to translate clinical and product knowledge into value-based selling, effectively communicating differentiated patient and therapeutic benefits to HCPs
- Proven ability to drive prescription generation and achieve sales targets leveraging
- Strong knowledge of disease management and treatment protocols
- Ability to engage with healthcare professionals from the territory effectively
- Excellent communication, negotiation and relationship-building skills

Role Requirements

Division
DIV_IM
Business Unit
Marketing

Location
LOC_IN
Site
West Bengal
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
FCT_SA
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No
Apply to Job

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