

Brand Training Manager

Job ID
REQ-10048689

4月 14, 2025

China

摘要

-Has primary responsibility for the sales training strategy and sales training activities to reinforce goals and standards within existing teams and support the implementation of existing and new programmes, products and structures. Ensure continuous improvement of sales capabilities and call impact through systematic trainings by assessing capability level/brand knowledge across the sales teams. Develop an effective sales team through training and coaching or management of key commercial programmes

About the Role

Major accountabilities:

1. Brand training partner for TA

- Align with brand key strategies and drive brand related training activities to build FF brand expertise
- Work with brand & medical team to design tailor-made brand training materials and innovative blended training approaches according to brand strategy Work with brand & medical team to drive brand training activities in FF annual/cycle meeting
- Carry out field coaching to ensure application of brand promotion tool

2. Develop/communicate annual brand training plan and ensure high quality training delivery

3. Work with Area Training Manager & Brand Orientation Training Manager to support related training activities

- Support ATM to align all the brand training activities with FF key area priorities
- Support BOTM to design and update brand related training materials for Brand-orientation training

Key performance indicators:

- Improvement in sales capability nationally -Actual training vs training plan

Minimum Requirements:

Work Experience:

- Working experience within the pharmaceutical industry.
- Sales Manager or experience in central or local marketing is preferred

Skills:

- Business Partnering.
- CAD (Computer-Aided Design).
- Coaching.
- Customer Requirements.
- Customer Service.
- E-Learning.
- Field Sales.
- Human Resources (HR).
- Installations (Computer Programs).
- Physics.
- Relationship Building.
- Sales.
- Sales Trainings.
- Sdm.
- Selling Skills.
- Training Programs.

Languages :

- English.

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部门

International

Business Unit

Innovative Medicines

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
Regular

Shift Work
No

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