

Product Specialist (CRM)

Job ID
REQ-10061025

8月 29, 2025

Malaysia

摘要

The Sales Representative is a leading driver of our customer interactions and sales performance. They are the face of our customer experience approach and build deep relationships that deliver value for customers and patients in order to drive sales growth in a compliant and ethical manner.

About the Role

Your Responsibilities:

Your responsibilities include, but not limited to:

- Drive Competitive Sales Growth. Identify and prioritize high-potential customers through data analysis (HCPs and stakeholders) who influence prescription decisions. Drive sales performance through the skillful orchestration of positive customer experiences.
- Engage in value-based conversations (in-person and virtually) to understand critical customer challenges, decision-drivers, pain points and opportunities.
- Personalize and orchestrate customer engagement journeys for target HCPs by reflecting customer preferences, leveraging available content and multiple engagement channels
- Build engagement by working in partnership with HCPs to develop a sustained collaboration over time for Novartis. Deliver memorable, customer-centric experiences beyond clinical differentiation by listening to their needs and understanding their healthcare environment
- Establish effective working relationships with opinion leaders and top medical influencers (at territory level) and challenge current behaviors in order to improve the patient journey (right patient, right time). Develop Deep Customer Insights and Understanding. Gather insights on the customer 's business to uncover what is important to them
- Follow up on customer feedback and translate responses into actions that create additional value and exceed expectations. Leverage available data sources to create, dynamically prioritize and adjust relevant territory, account and customer interaction plans -Share customer insights with relevant internal stakeholders on an ongoing basis to support the development of product-and indication-related content, campaigns and interaction plans
- Deliver Value to Customers and Patients. Collaborate compliantly with cross-functional teams to design and implement solutions that address unmet customer and patient needs. Act as a trusted partner to the customer for the purpose of helping them run their business; listen to learn; strive to deepen the relationship in a compliant and ethical manner; position themselves to create value-add solutions.
- Act with integrity and honesty by treating customers and colleagues in a transparent and respectful manner with clear intent. When facing ethical dilemmas, do the right thing and speak up when things don't seem right. Live by Novartis Code of Ethics and Values and Behaviors.

Minimum requirements

- Degree in Life Sciences, Pharmacy, Biomedical or other related discipline.
- Sales in Healthcare / Pharma / related business
- 1-2 years of experience covering hospitals
- Able to understand changing dynamics of Pharmaceutical industry
- Proficient and fluent in English (spoken and written), with good interpersonal and communication skills.
- Digital & Technology Savvy

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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部门

International

Business Unit

Universal Hierarchy Node

地点

Malaysia

站点

Selangor

Company / Legal Entity

MY01 (FCRS = MY001) Novartis Corporation (Malaysia) Sdn. Bhd. (19710100054)

Functional Area

Sales

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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