

Sr. Sales Representative

Job ID
REQ-10078384

5月 15, 2026

Indonesia

摘要

- Responsible for executing the in-field commercial strategy for assigned priority brands within a defined territory. The role focuses on high-quality customer engagement, effective execution of brand and tactical plans, generating demand, and delivery of agreed sales objectives, in line with Novartis policies, ethical standards, and compliance requirements.

About the Role

Major accountabilities:

- Execute the ICE field execution framework by:
 - segmenting customers according to company standards (e.g., via ViP tool),
 - applying value-based tiering,
 - using tailored promotional content and key messages by segment audience,
 - adhering to data driven call plans suggestions (e.g., via IDS+),

- consistently deploying personalized omnichannel customer journeys enabled by global International digital tools (e.g., RepAI, IDS+, OnCore, Veeva, etc.),
- timely documenting customers visits.
- Deliver high-quality, compliant product promotion in-field activities and customer engagements, in alignment with brand and TA strategies and by:
 - applying approved messages through the 6 Impact Behaviors (6IBs) selling model,
 - leveraging technology enablement to enhance customer engagement (e.g. RepAI, IDS+, OnCore, Veeva, CRM, etc.),
 - continuously improving execution quality through building on coaching feedback inputs, field effectiveness assessment reports (STEM) and performance insights (e.g. BEST, C360, etc.) with respective area manager and/or sales head.
- Act as a trusted therapeutic area commercial partner to HCPs, explaining clinical data, evidence, and appropriate product use.
- Maximize technology enablement support systems, e.g. “next best action” proposals, to enhance customer engagement impact.
- Collect, interpret, and share field insights on best practices, customer needs, market dynamics, competitor activity, and territory needs and priorities, to develop actions to address them.
- Participate in or contribute to local events, meetings, and promotional activities in compliance with governance standards.
- Collaborate cross-functionally with TA Marketing, Medical TA, Value & Access, and Execution Excellence partners.
- Operate fully in line with Novartis policies, ethical standards, and local regulatory requirements.
- Live by Novartis Code of Ethics and Values and Behaviors.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.

Key performance indicators:

- To be populated at local level, based on the guidance that will follow from IMI Field Engagement Performance Management Council outcomes.
- Achievement of sales targets and objectives.
- Quality and effectiveness of customer interactions, including adherence to: 6IBs selling model, value-based tiering and personalized omnichannel customer engagement targets achievement.
- Coverage and frequency against suggested call plans.
- Adherence to compliance, reporting, and CRM standards.
- Quality of insights provided to cross-functional teams.
- Progress on field effectiveness assessment (incl Capability building requirements).
- Adherence to International Commercialization Excellence - field sales guidelines and targets.
- Completed product and disease knowledge tests (if applicable).

Minimum Requirements:

- University degree in life sciences, business, or a related field.
- Proven experience in pharmaceutical or healthcare sales.
- Strong customer engagement and relationship management skills.

- Ability to execute omnichannel customer journeys effectively.
- Commercial mindset with strong execution focus.
- Analytical skills to interpret data and KPIs.
- Strong communication and interpersonal skills.
- Ability to work independently while collaborating across teams.
- Proven ability to use digital/AI tools as part of daily work.
- High standards of integrity, ethics, and compliance awareness.

Skills:

- Key Account Management
- Commercial Excellence
- Communication Skills
- Compliance
- Conflict Management
- Cross-Functional Coordination
- Customer Insights
- Professional Ethics
- Health care Industry
- Influencing Skills
- Negotiation Skills
- Selling Skills
- Technical Skills

Languages:

- English is optional.
- Local Language.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门
International

Business Unit
Sales

地点
Indonesia

站点
Field Force (Indonesia)

Company / Legal Entity
ID03 (FCRS = ID003) PT Novartis Indonesia

Functional Area
Sales

Job Type
Full time

Employment Type
Regular (Sales)

Shift Work
No

```
var config = { targetId: "kalturaplayer6a0ae4fa037bb665441343", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
```

```
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = { };
config.plugins.googleTagManager.customEventsTracking = { };
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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