

## Sales Rep- Institutional (Territory Business Executive)

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REQ-10084508  
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### Сводка

Incumbent is responsible for driving territory performance by executing robust business plans, building strong customer relationships, and delivering impactful, compliant engagement. The role focuses on achieving sales and growth objectives through effective multi-channel customer interactions, data-driven insights, and close collaboration with cross-functional teams.

They play a critical role in translating strategy into in-field execution—leveraging market intelligence, optimizing resource utilization, and continuously enhancing promotional effectiveness to maximize customer impact and territory outcomes. The role requires strong ownership of reporting, responsiveness to operational issues, and a commitment to upholding Novartis' ethical and compliance standards

The Institutional Sales Representative is responsible for driving demand generation, stakeholder advocacy, and business growth for innovative brands across government and institutional healthcare accounts. The role requires effective engagement with healthcare professionals, institutional authorities, and key decision-makers to improve access, adoption, and utilization of innovative, concept-driven pharmaceutical brands within the institutional healthcare ecosystem

### About the Role

#### Location-Mumbai

#### Key Responsibilities:

- Drive territory business plans to exceed sales and growth objectives across assigned government and institutional accounts.
- Identify business opportunities across government hospitals, medical colleges, Army, CGHS, ESIC, railways, and other public healthcare systems.
- Build strong professional relationships with healthcare professionals, department heads, faculty members, pharmacists, and institutional influencers.
- Generate advocacy for innovative brands through scientific and evidence-based discussions aligned with patient needs.
- Effectively navigate institutional decision-making processes to facilitate broader product access.
- Lead multi-channel engagement to maximize coverage and influence.
- Ensure accurate reporting and resolve issues promptly.
- Collaborate with cross-functional teams to optimize resources and forecasts.
- Champion compliance and uphold Novartis' ethical standards.
- Monitor market trends and competitor activities to inform strategy.
- Provide insights to enhance promotional effectiveness and territory performance.

#### Essential Requirements:

- Science educational background is must, B.Sc., B. Pharma
- Management degree preferred
- Minimum 2+ years in pharmaceutical sales, preferably with a Cardiology, Immunology, Oncology, Vaccines or other innovative portfolios sales background.
- Strong scientific acumen with the ability to translate clinical and product knowledge into value-based selling, effectively communicating differentiated patient and therapeutic benefits to healthcare professionals.
- Proven ability to drive prescription generation and achieve sales targets
- Demonstrated understanding & experience working with CGHS, ARMY, Railways, ESIC and State Government accounts
- Strong knowledge of disease management and treatment protocols
- Ability to engage with healthcare professionals from the territory effectively
- Preferred experience with specialty as well as mass market product
- Excellent communication, negotiation and relationship-building skills

#### Commitment to Diversity and Inclusion / EEO paragraph:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

**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:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally <https://www.novartis.com/careers/benefits-rewards>

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[Read our handbook \(PDF 30 MB\)](#)

Дивизион

International

Business Unit

Sales

Место

Индия

Сайт

Mumbai (Head Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Продажи

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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