

# Key Account Executive

Job ID

REQ-10078553

Июн. 22, 2026

Гонконг

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## Сводка

经验丰富的销售专业人员负责实现特定帐户的销售目标。负责为指定客户群制定和实施销售/业务计划，或实施特定的销售计划，以有效支持患者旅程并正确定位诺华及其品牌。

## About the Role

### Major Accountabilities

- ~ 负责推动指定客户的销售、推广和发展，实现商业目标
- ~ 制定客户发展战略，为分配的客户制定专门的 KAM 行动计划，调整客户目标并执行。
- ~ 与主要客户建立和发展长期关系。全面了解关键客户需求和要求。通过不断提出满足其需求和目标的解决方案，扩大与现有客户的关系。
- ~ 领导战略和个人战术计划的制定，并在分析、未来潜力和账户所需的关键计划方面提供战略投入
- ~ 准备和谈判合同，并指导公司针对特定客户启动的举措
- ~ 根据商定的业务战术计划，独立组织客户活动和其他计划，或与营销/医疗部门合作
- ~ 协助利益干系人进行映射，包括细分和分析，为诺华 CRM 系统提供准确及时的数据。
- ~ 负责为指定的客户群制定和实施销售/业务计划。
- ~ 可以管理一些直接下属
- ~ 收到后 24 小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况
- ~ 营销样本的分发（适用）

### Key Performance Indicators

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### Work Experience

- ~ 跨国公司的销售经验
- ~ 关键客户管理经验
- ~ 有团队管理经验者优先

### Skills

- ~ 账户管理
- ~ 生物仿制药
- ~ 商机
- ~ 业务规划
- ~ 竞争情报
- ~ CRM (客户关系管理)
- ~ 客户需求
- ~ 大客户管理
- ~ 市场占有率
- ~ 促销 (营销)
- ~ 销售
- ~ 销售管理
- ~ 销售规划
- ~ 销售策略

### Language

英语

**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 \(PDF 30 MB\)](#)

Дивизион  
International  
Business Unit  
Sales

Место  
Гонконг  
Сайт  
Hong Kong  
Company / Legal Entity  
HK02 (FCRS = HK002) Novartis Pharma  
Functional Area  
Продажи  
Job Type  
Full time  
Employment Type  
正式 (销售)  
Shift Work  
No

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