

TA Representative

Job ID
REQ-10087576
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Кипр

Сводка

The Sales Representative is 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 TA 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.

Key Performance Indicators

- 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)

Ideal Background

Education:

- University degree in **life sciences, business, or a related field**

Languages:

- Fluent in written and spoken Greek, English.

Experience/Professional Requirement:

- 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.
- Live by the Novartis Code of Ethics and our Values & Behaviors.

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

Кипр

Сайт

Cyprus

Company / Legal Entity

CYP0 (FCRS = CH024) NPHS RO Cyprus

Functional Area

Продажи

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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