

Abbott

Territory/Therapy Business Manager

**Abbott**

Job Profile Details

Placement Cycle	ARKA JAIN University - Placements 2024-25
Job Location	PAN INDIA
Date of Visit	NA
Position Type	Full Time
Expected Hires	NA
Sector	Sales
CTC	INR 385000 - 420000
Category	Level 2 - General
Description	<p>Job Profile: Territory/Therapy Business Manager Job Function: Sales Job Family: Sales Core Job Responsibilities: As a Territory/Therapy Business Manager you will be responsible for the development and performance of all sales strategies in assigned market. Further you will drive primary sales, secondary sales and ensuring brand presence in defined markets. You will supervise/manage the distributor network to achieve desired sales objectives thereby ensuring achievement of financial and ethical objectives of the division as per the business strategy. You have a very important role to play in Division's success. Roles and Responsibilities in detail Area Business Planning: Plan for monthly and quarterly business. Plan demand generation and fulfillment Monitor actual Sales and mid course corrections and inputs to reduce variance against expectations Prescription audit for Abbott brands and other competitors brands To create and update customer list having specified number of doctors / chemist (Trade) as per the therapy / product requirement and maintain the same in physical / electronic format. Identifying potential town and appointing distributor and customers (trade) in line with business</p>

philosophy
 Business generation & development:
 Achieve monthly, quarterly, half yearly and yearly Sales target by promoting companies product ethically to customers as per the business plan
 Having science base discussion with Doctor and chemist for promotion of product in clinic and at chemist place
 Organizing Camps (CME) as per the division strategy and customers need
 Facilitate the process of successful new product / products launch in the territory by undertaking correct identification and targeting customers for the new product, meet them at pre determined intervals, effective in clinic / trade promotion and feed back to the company
 Execute the customer management plan to ensure that all the customers are covered as per the plan and meet minimum KPIs as follows: Customer Call average as per the customer management plan of the division / therapy.
 Brand Management:
 Ensuring the visibility of Abbott brands on retailers outlet as a part of brand promotion strategy
 To plan and attend Retail meets, Market Blitz etc for sales growth
 Required Qualification:
 Fresher with good communication skills and analytical skills
 Any Science Graduate
 Note: Candidate need to register on the given below link as per the candidate wish he/she can choose the preferred location

Registration Link:
<https://forms.gle/kVzdDsTbVJBxsfpB7>

Open for Courses

- Jain - Arka Jain University Jharkhand

B.Sc

1. Biotechnology

B.Pharm

1. Pharmacy
2. Biological Science
3. Pharmacy

Eligibility Criteria

B.Pharm

All students are eligible

B.Sc

All students are eligible

Work Experience Criteria	No work experience based criteria defined yet!
Allowed Genders	[Y] Male students [Y] Female students [Y] Other Genders
Backlogs	Students with backlog(s) not allowed

Hiring Workflow

Pre-placement Talk	<i>No Venue/Time specified</i>
Group discussion	<i>No Venue/Time specified</i>
HR interview	<i>No Venue/Time specified</i>

Additional Info

No additional information