



## Napp Pharmaceutical Group Job Description



JOB TITLE:	Sales Effectiveness Lead	SECTION:	Primary Care Business Unit
DEPARTMENT:	Primary Care Business Unit	COMPANY:	Napp
RESPONSIBLE TO:	Head of Marketing – Primary Care	DATE:	July 2017

### A. BROAD PURPOSE OF JOB:

The Sales Effectiveness Lead is accountable for the generation and presentation of metrics which will support the evaluation of inputs and outputs to drive operational investment / deployment and support strategic planning to deliver the growth ambitions of the Primary Care Business Unit.

Specific responsibilities include ownership of the construction, and development of the agreed segmentation model, target and incentives setting to drive the agreed behaviors and sales growth. Continuous assessment of in market activity and investments to inform tactical planning and optimise deployment. Constructing timely, comprehensive reports for the key stakeholders to allow effective decision making in line with brand priorities.

### B: SPECIFIC DUTIES & RESPONSIBILITIES:

- Responsible for the development, continuous improvement and communication of the segmentation tool across the business to enhance call targeting and ensure sales teams are investing the right resources in the right places to maximise sales growth.
- Cascade regular communications to encourage adherence to and understanding of the CRM / sales tools
- Responsible for the design, implementation and communication of appropriate and motivational incentive schemes for the Primary Care Business Units.
- In collaboration with the leaders of the brands, HoM and HoS, develop and monitor Key Performance Indicators (KPIs)
- Analyses call activity and sales performance to develop regular and ad hoc analysis/reports that allow for timely decision making.
- Responsible for the development and maintenance of all sales force data needs for the active Napp CRM system to ensure a highly effective system is maintained. Includes territory structure mapping and data uploads.
- Gather and collate best practices in Sales Effectiveness to share with the business to improve planning and execution. Document learnings and incorporate into the overall sales process to increase efficiency and effectiveness of sales
- Attend and support sales team meetings and brand meetings to provide and gather insights to improve efforts vs results and overall sales effectiveness per brand.
- Additional ad-hoc projects as required.

### C. KNOWLEDGE & QUALIFICATIONS

- Degree level education
- Excellent IT skills with particularly strong excel skills
- High degree of systems knowledge and pharma data sources
- Experienced in sales modelling and evaluation tools / techniques
- Understanding of the marketing mix methodology and appropriate evaluation methods
- Ability to apply knowledge to business issues to gain insights and communicate to others
- Ideally have an understanding of CRM systems particularly Veeva

#### **D. PERSON SPECIFICATION**

- Excellent communication skills working within the department and both internal and external customers
- High degree of presentation skills
- Utilise excellent numerical and analytical skills to form recommendations and insights
- Ability to write clear and concise reports and emails
- Self starter with organisational, time management, prioritisation skills
- Project management skills
- Strategic and lateral thinking
- Positive can do attitude
- Ability to build credible relationships
- Effective influencing skills
- Desire to continue professional development with high interest in analytical models and insights
- Team player