

ROLE IMPACT STATEMENT

POSITION	PRODUCT SPECIALIST
ORGANIZATION	MSD (Thailand) Ltd
FUNCTION / UNIT	
SUPERVIOR'S POSITION	Franchise Manager

Key role & Responsibility

- Engage/ Develop KOLs
- Implement franchise strategies & programs
- Provide in depth product discussion/ presentation/ consultation with healthcare professionals on disease management and treatment
- Proactively provide business recommendation for management team
- Organize & implement educational events based on customers' needs and follow up
- Lead sales & marketing programs as assigned
- Manage budget and maximize ROI
- Expand formulary Listing in high potential hospitals
- Comply with internal process/policy and regulations

Critical Skill for Current role

Core Competence

- MLB-Rapid/ Disciplinary Decision Making (problem solving)
- MLB-Customer Focus
- Prioritization & planning

Functional Skill

- Advanced product & disease knowledge
- Business analysis
- Strategic account planning and implementation tracking
- Key account management
- Strategic account planning
- Integrated disease management

Selling Skill

- Presentation
- Advanced questioning skill/ Listening skill
- Creating customer needs
- Objection handling
- Negotiation skill
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Other knowledge:

- Internal processes & SOPs

QUALIFICATION

- Preferably a graduate in Pharmacy, Nurse, or Science or compensating work experience in Pharmaceutical, ethical channel. Plus MBA is an advantage
- Preferable at least 2 years' experience in Sales in Pharmaceutical, ethical channel.
- Computer literacy.
- Be able to travel, country work, after hours and occasional weekend work.
- Good command of spoken and written English.
- Possess driver license and own vehicle.
- Winning attitude