



Career Counselling & Placement Cell Assam University

NOTIFICATION

Date: 9th January 2024

The Career Counselling & Placement Cell has received a communication from Girijananda Chowdhury University!! that **Abbott Healthcare Pvt.** Limited is planning for a mass recruitment drive for B.Sc. / **B.Pharm.** / M.Pharm. candidates from 2023 (passed out students) & 2024 batch (final year students). Only female candidates are eligible.

Interested candidates are advised to fill up the Google form, latest by 10th January, 2024. Google form link: <https://forms.gle/ScKBvD3ECQRsi8JF8>

The company is providing the following

- CTC of 3.7 LPA
- Sales incentives
- Daily allowance
- Telephone exp reimbursement
- Medical Insurance
- Gratuity

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 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

Thanks

Professor (Dr) Debomalya Ghosh
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