

GLAXOSMITHKLINE

Pharmaceutical Field Sales – Medical Representative Job Description

Job Title: Professional Sales Representative

Reports to: First Line Sales Leader

Job Creation Date: June 2016

Business Level 1: Responsible for territory management & performance achievement - Pharmaceuticals

Business Level 2: Global

Business Level 3: Global

JOB FACTORS

Job Purpose and Key Responsibilities:

Why job exists / what it must achieve

◆ Job Purpose

To drive performance of your territory through face-to-face and multi-channel selling and to establish GSK as the customer's key partner and advisor by making relevant recommendations supported by scientific knowledge which are aligned to the customer's patient types and needs.

◆ Key Responsibilities

Scientific Knowledge

- ◆ Continuously builds knowledge of GSK multi-channel brand strategies and leverages that knowledge with customers in informing on prescribing behaviours
- ◆ Understands GSK and competitor's brands features and benefits and applies knowledge effectively in their PFSS and multi-channel selling approach
- ◆ Builds a comprehensive disease and pathology knowledge and leverages it with customers to support decision making
- ◆ Has strong understanding of treatment guidelines and patient profiles and leverages them to build credibility with customers

Business Planning

- ◆ Uses multiple data sources to analyse and review territory performance dynamics (including competitor performance) identifying territory trends and opportunities for GSK
- ◆ Builds territory insights that capture opportunities and drive decision making, including the selection and prioritization of customer targets and the development of robust territory coverage call plans
- ◆ Develop, based on customer insights, multi-channel business plans with strategically aligned ASmart objectives, strategies and tactical activities that deliver business objectives
- ◆ Implements multi-channel business plans, uses KPIs to track performance and adjust plans where required

Selling Skills

- ◆ Effectively engages with customers through a PFSS selling approach or multi-channel selling approach and is proficient in using appropriate multi-channel selling platforms aligned to customer preferences
- ◆ Actively prepares for, and executes the PFSS selling approach uncovering opportunities, making recommendations aligned to patient and customer needs, addressing objections and effectively closing
- ◆ Regularly measures sales call performance and seeks FLSL feedback to continuously improve
- ◆ Builds collaborative internal and external relationships that enhance the customer journey, channels customer feedback into the wider organisation and proactively delivers efficient and effective sales administration

In all areas, demonstrate understanding of and compliance with laws, codes of conduct, policies and frameworks in which GSK operates and live our vision, values and expectations

Accountability:

Primary deliverables of role;

- ◆ Achievement of local identified business objectives and measures to enhance the Territory performance, efficiency and effectiveness. (e.g. customer coverage, call rate, business planning)
- ◆ Successful completion of all required Online Learning modules through GSK LMS system – My Learning
- ◆ Operates effectively and efficiently through the multi-channel environment, leading with science
- ◆ Expense and sample budget management
- ◆ Business planning and execution
- ◆ Patient focused scientific selling
- ◆ Product and disease knowledge and expertise
- ◆ Personal development planning in the spirit of continuous improvement
- ◆ Implementation and adherence to all GSK activities aligned to GSK vision, expectations, values and code of conduct

Competencies: (Expertise and Execution)

Indicate technical and business skills, knowledge and education required to perform the role; separate by basic and preferred

Basic Requirements:

Critical/essential to accomplish the role

- ◆ Tertiary Education preferably within life sciences
- ◆ Scientific knowledge
- ◆ Patient focused
- ◆ Business planning & execution
- ◆ Influence, impact and convince others
- ◆ Personal resilience
- ◆ Results focused
- ◆ Adaptability to change
- ◆ Team player/worker
- ◆ Analytical thinker
- ◆ Initiative
- ◆ Financial awareness

APPROVAL

(To be completed by Manager)

Approved by:

Date:

JOB GRADE APPROVAL

(To be completed by Compensation)

Approved Job Grade:

GSK Job Code:

Grade Approved by:

Date Grade Approved:

Is this a Benchmark Job? Yes or, No