# Role Profile

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| Job title | National Sales Manager – Hospitals and Dispensing Doctors (Field Based) |
| Reports to: | Head of Sales, Hospitals and Dispensing Doctors (Field Based) |
| Grade |  |
| Location | Field |

## Role Purpose

The National Sales Manager for Hospitals and Dispensing Doctors (Field Based) is accountable for the delivery and management the P&L (Volume / Sales & GP) across a portfolio of their assigned customers across AAH, Trident and Enterprise (where applicable)

The success of the role will be delivered by leading, coaching, mentoring and developing and achieving performance through their team of Account Managers. The role will influence and help shape the strategic direction of the channel, sales plans and tactics to deliver.

The role will have accountability for the performance across assigned Hospital and Dispensing Doctors accounts They will be accountable for growing market share, volume, sales and GP performance through their team and work with those customers to move business first line and/or realise significant market share growth based on their actions and delivery.

They will work closely with the Head of Sales & the Channel leadership team and internal stakeholders to help devise implement and execute the Channel strategy and implement campaigns and propositions to deliver commercial growth.

The will the customer champion and voice of the customer across their portfolio. They will also be accountable for building and maintaining effective relationships with customers and wider NHS stakeholders, with the ability to influence at all levels. Working with and collaborating with internal colleagues to use internal and external data to create actionable insights to identify short and long-term business objectives that deliver sustainable and profitable growth.

They must navigate and demonstrate the ability to work with NHS Contract Owners and monitor, manage and develop the NHS framework agreement contracting process within the defined territory and ensure that all commercial and OJEU framework contracts are managed effectively for commercial benefit to AAH and to remove risk of loss of business.

The role holder will (where appropriate and defined) be responsible for supporting the development of Joint Business Plans and be fully accountable for the delivery of the agreed activities for their portfolio. This requires the establishment and maintenance of strong working relationships with the commercial and operational teams to implement new growth initiatives and address factors that currently restrict growth.

The role holder will be the subject matter expert on the commercial performance of their portfolio. They must be comfortable analysing and using data to clearly identify and articulate factors, translating the data into actionable insights to drive performance across the channel and team.

They will act as an critical escalation point for internal and customer issues and strive to ensure every single touchpoint between AAH and the customer is remarkable, to ensure customer loyalty and improve customer experience at every opportunity to positively impact business net promoter score.

The role will have dual responsibility for growth in a selected number Hospital and Doctors accounts

## Accountabilities

* Fully own and be accountable for their portfolio P&L, delivering monthly, quarterly, and annual volume, sales and profit targets through effective management of their team and the implementation of the channel strategy.
* To play an active part devising the Channel strategy and identifying sales opportunities within NHS Hospitals, Doctors Dispensing and Independent Healthcare customers, work with their team to implement contact strategy for their portfolio, undertaking regular face-to-face meetings that are supported by structured agendas and organising and managing top-to-top sessions for key customers.
* Communicate the commercial performance of the portfolio P&L and key drivers
* Meetings/quarterly reviews, to ensure appropriate action can be taken and relevant stakeholders are informed of key areas of success and areas of concern.
* Identifying portfolio growth opportunities to create and manage Joint Business Plans for each customer (where appropriate and defined) within their portfolio to achieve wholesale commercial objectives of AOP, Sales, Volume, Market Share.
* Work effectively and in collaboration with other departments (Marketing, Finance, Customer Service, etc) to implement joint business plan activities.
* To be able to describe what is happening regarding market share swings from using external and internal metrics and indicators.
* Understand in detail the sales performance and take timely and appropriate action to be the voice of the
* customer internally.
* Use data such as PowerBI to demonstrate and present commercial performance of each customer within the
* portfolio and be able to make recommendations of how performance will be improved or maintained.
* Responsible for maintaining a professional and harmonious working relationship with all colleagues, customers,
* clients, agents, and any third-party business partners.
* Attend meetings, conferences, and sector seminars as appropriate.
* Actively manage and support the debt management approach with NHS Hospital customers, driving to improve the net working capital benefits for AAH.
* Create territory planning documents to drive activity, prioritise customer engagement and make use of all appropriate AAH resources (proposition team, Salesforce © Medecator+) as part of the ‘kit bag for growth’.
* Build and foster a high-performance team achieving results based on data and the ability to influence, actively championing the Personal Development of their team

## Experience, Skills, and Qualifications

Essential

* A natural leader with proven track record of delivering results through their team
* Account management experience
* A record of achieving sales targets, (through direct action) with a good background in commercial awareness.
* Customer focused and the ability to build excellent relationships, and can demonstrate business benefit
* Articulate and flexible style communicator at all levels.
* Strong presentational qualities.
* A curious outlook with the ability to use, interpret complex data and translate into tangible actionable insight
* Commercially astute Strong negotiator and influencer
* Confident, structured and well organized with the ability to manage at times, competing priorities
* Has and uses to good effect a Territory Business plan and customer contact strategy to maximise time versus reward.
* Good interpersonal skills
* Self-confident, open minded with a pragmatic “can do” attitude
* Emotionally resilient under pressure
* Full UK driving license
* Willing to Travel/stay away from home when required.

Desirable

* Business (or similar) degree
* Strategic Account Management Experience
* Experience working in a complex wholesale/pharma environment
* Strong understanding of the Pharmaceutical Industry, preferably within Generics and Wholesale, and technology and business drivers, and operationally and commercially focused.
* Willingness to go the extra mile to learn, self-develop and support others.
* Analytical thinker and can use data to good effect with customers and stakeholders
* Project management experience

## Role Scope

* Ownership for the P&L of a defined customer portfolio
* Participation in internal initiatives and defined projects

**Key stakeholders**

* Head of Sales National Sales Manager
* Customer Proposition
* Customer Experience & Customer Care
* Finance/Operations/Fulfillment
* Credit control/Regulatory

This role profile is a written statement of the essential characteristics of the job, with its principal accountabilities, skills, knowledge and experience required. This is not intended to be a complete detailed account of all aspects of the duties involved.

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| Approved by | TBC |
| Date approved |  |
| Reviewed | TBC |