**Role Profile**

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| **Job title** | Pharmacy Business Manager |
| **Reports to** | National Sales Manager |
| **Grade** |  |
| **Location** | Field Based |

**Role Purpose**

 As Pharmacy Business Manager, you will work as the primary (single) point of contact and the individual responsible for selling our wholesale propositions to an Independent Pharmacy account base.

The campaigns you work on will be generated and driven by our Business Development and Commercial Excellence teams, ensuring that you are equipped with the right proposition, for the right customer, every time. Your role will be to execute the sale. This does not mean that you should be a data driven robot; we also want to utilitse your existing selling skills and entrepreneurial spirit to maximise opportunities when and where you find them.

You will be expected to have a well-structured and disciplined approach to administration, recording all activities and maintaining detailed customer records via our Salesforce platform.

You must be able to build strong sustainable business and trading relationships and create a clear strategic plan for growth within your territory. The role has KPI budget responsibility and accountability for driving spend, volume and GP.

You will have the ability to build great internal and external working relationships, utilizing each as part of your “virtual team”, with a focus on achieving business objectives.

**Accountabilities**

* Budget accountability for spend, volume and GP across territory.
* Execute campaigns and propositions as guided by the Proposition Development and Customer Excellence teams to ensure maximum engagement across territory.
* Driving and measuring profitable sales activities, analysing and reporting on performance to line manager in order to take corrective actions where required.
* To develop strong internal and external relationships to support cross functional working, to deliver a great customer experience.
* To identify, contact and manage a portfolio of accounts ensuring complete and accurate set up is achieved and monitored.
* To have a good working knowledge of the overall marketplace and specifically, your territory, in order to anticipate and assist in the development of opportunities for AAH.
* Lives and breathes a customer first attitude.

**Experience and Qualifications**

**Essential**

* A record of achieving sales targets with a good background in commercial awareness.
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* Articulate and flexible style communicator at all levels.
* Strong presentational qualities.
* Understands and uses sales data to drive activity.
* Strong negotiator.
* Confident, structured and well organised.
* Excellent record of ‘onboarding’ new business with first class administration & follow up.
* Full UK driving license.
* Willing to Travel/stay away from home when required.

**Role Scope**

Responsible for a portfolio of circa 130 Independent Pharmacies; including groups up to 5 sites (Derby, Lincoln, Sheffield etc.)

**Key Stakeholder:**

* National Sales Manager
* Customer Excellence Team
* Branch Leadership Team
* Buying Group/Manufacturer Sales Teams
* Customer Services Team
* Credit control/Regulatory
* Finance
* TDM Team

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 |  |
| Date approved |  |
| Reviewed |  |