

Position Profile – Pharmacy Business Manager

Title	Pharmacy Business Manager
Purpose	You will achieve and develop profitable sales of products within independent pharmacy and other given customers, in line with standard operating procedures as well as Ceuta and client objectives, to achieve specified KPIs.
Reports to	Sales Team Manager / National Sales Manager
Direct Reports	None
Key Areas of Responsibility	<ul style="list-style-type: none"> • Maximise achievement of sales cycle specific objectives, including targets on transfer orders, distribution, point of sale, detailing and merchandising. • Develop, review and work to a well-organised and efficient journey plan in order to maximise KPI achievement including average daily call rate, selling calls and orders • Educate pharmacy counter assistants and/or pharmacists on features & benefits and encourage recommendation of specific products • Complete all administration associated with the role accurately on a daily basis or as directed by line manager • Act in accordance with Pharmacovigilance policies and procedures, ensuring that they are adhered to correctly at all times • You will ensure frequent and timely communication with your line management and the sales support department. • You will accurately record all required activity on Field strike on a daily basis. • You will identify opportunities within your territory in order to develop new business. • Carry out any other reasonable tasks in connection with the job function, as requested by your manager
Professional Competencies	<p>Career Experience</p> <ul style="list-style-type: none"> • Previous experience of selling Business to Business is preferred (within FMCG or specifically Health & Beauty). • Previous experience of utilising a CRM system in day-to-day work is preferred • Demonstrable knowledge of the industry is essential. <p>Qualifications</p> <ul style="list-style-type: none"> • Good standard of general education including Maths and English. <p>Required Skills</p> <ul style="list-style-type: none"> • The ability to communicate features and benefits of products confidently at all levels. • The ability to review and analyse your own targets in order to successfully achieve agreed Key Performance Indicators (KPI's) • The ability to manage your own time to successfully achieve agreed Key Performance Indicators (KPI's) by effectively planning and maintaining a productive journey plan • The ability to create an impactful and effective PowerPoint presentation to drive sales in selected accounts • The ability to utilise a CRM system effectively in order to extract relevant sales data to support territory analysis and commercial recommendations • The ability to maintain up to date knowledge of the industry to ensure that you can proactively anticipate any challenges or objections that may influence your sales approach

<p>Ceuta Group Core 6 Behavioural Competencies</p>	<p>Effective Communication – 3 Creates opportunities for others to provide feedback</p> <p>Inspires others to achieve through persuasive communication</p> <p>Creates a positive and trustworthy environment for others to communicate their ideas</p> <p>Facilitates discussions to achieve collective objectives</p> <p>Seeks to understand conflict to take appropriate action</p> <p>Conveys information in a timely, transparent and honest manner</p> <p>Presents succinct, well balanced information orally and in writing with clear outcomes</p> <p>Communicates in a straightforward, honest and engaging manner with all colleagues</p>	<p>Client Focussed – 3 Anticipates client/customer upcoming needs and concerns</p> <p>Looks for ways to add value beyond clients/customers immediate requests and acts upon them</p> <p>Demonstrates an urgency and understanding of client/customer needs when providing solutions to issues</p> <p>Ensure clients expectation on timescales, delivery and outcomes are realistic and accurate</p> <p>Is able to identify and action issue resolution</p> <p>Explores and addresses long-term client/customer needs</p> <p>Is pro-active in their approach to develop client/customer feedback into positive outcomes</p> <p>Analyses their service delivery and seeks out way in which to actively improve and develop</p>
	<p>People Driven – 2 Works to create a culture of openness and trust with colleagues to deliver team goals</p> <p>Strives to consistently support colleagues, over and above own role, to ensure a collaborative and supportive working environment</p> <p>Is willing to learn from mistakes and is able to build on others suggestions avoiding defensive behaviours</p> <p>Establishes good working relationships internally and externally through positive engagement and listening</p> <p>Fosters two-way trust when dealing with contacts to develop and maintain strong relationships</p> <p>Demonstrates initiative in professional self-development outside area of responsibilities</p>	<p>Drives Performance & Efficiency – 1 Can work productively using own initiative</p> <p>Has a “can-do attitude”</p> <p>Is consistent in delivering positive outcomes and driving issues to closure</p> <p>Takes opportunities to improve and develop personal performance</p> <p>Checks for accuracy, aims to get things right first time</p> <p>Recognises sub-standard work and takes corrective action</p> <p>Comes up with new ways of looking at problems, processes or solutions</p> <p>Promptly and efficiently completes work assignments and tasks</p>

	<p>Actively seeks feedback from a wide range of people to enhance team effectiveness</p>		
	<p>Supports & Embraces Change – 3 Inspires others by championing changes to achieve common goals</p> <p>Drives efficiency and effectiveness by identifying and exploring areas for improvement</p> <p>Leverages appropriate behaviours within team in support of change efforts to drive improved performance</p> <p>Communicates change plans to employees in a clear and timely manner</p> <p>Collaborates and makes compromises for the greater good without sacrificing personal principles or business ethics</p> <p>Uses the business tools available to measure effectiveness of change</p>	<p>Grows the Business - 3 Seeks a wide range of sources of objective information when making decisions</p> <p>Recognises causes and consequences of actions and events that are not readily apparent and takes appropriate action</p> <p>Is alert to emerging issues and trends which may impact or benefit their own and team's work</p> <p>Uses own knowledge and expertise to lead interventions and develop new systems for self and team</p> <p>Can demonstrate how directly or indirectly their role, and that of their team, impacts business results</p> <p>Has a good level of understanding of the Ceuta Group's business, products and services</p>	