

Key Account Manager

Division

Critical Care

Reporting To

Regional Sales Manager

Job Summary

The Key Account Manager will be responsible for promoting and selling critical care products to healthcare professionals, hospitals, and key stakeholders in the assigned territory. The role involves managing relationships with key accounts, ensuring market penetration, and achieving sales targets while contributing to the growth of the critical care division.

Key Responsibilities

1. Sales Target Achievement

- Achieve monthly, quarterly, and annual sales targets in the assigned territory.
- Drive sales of critical care products through effective relationship management and customer engagement.

2. Key Account Management

- Develop and maintain strong relationships with key decision-makers in hospitals, ICUs, and other critical care centers.
- Identify and manage key accounts to ensure retention, growth, and long-term business opportunities.
- Map hospitals, purchase departments, and distributors to streamline product supply and resolve concerns effectively.

3. Product Promotion

- Effectively communicate the clinical and scientific benefits of critical care products to doctors, hospital staff, and other healthcare professionals.
- Conduct product presentations, demonstrations, and CMEs (Continuing Medical Education) for key stakeholders.

4. Market Analysis and Planning

- Conduct market research to identify business opportunities, competitor activities, and customer needs.
- Provide feedback to management for new strategies and customer engagement programs.

5. Sales Reporting and Documentation

- Maintain accurate records of customer interactions, sales calls, and orders.
- Submit timely sales reports, customer visit details, and expense statements.
- Ensure adherence to company protocols for reporting, compliance, and ethical practices.

6. Collaboration

- Coordinate with internal teams (supply chain, marketing, medical affairs, etc.) to ensure smooth operations and customer satisfaction.
- Participate in team meetings, product training sessions, and strategy discussions.

Hiring organization

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Job Location

Bangalore

Date posted

January 23, 2025

Key Skills Required

- Strong knowledge of critical care products and medical terminologies.
- Excellent communication, negotiation, and interpersonal skills.

Qualifications

- **Education:** Bachelor's degree in Science/Pharmacy or equivalent (B.Sc./B. Pharma preferred).
- **Experience:** 2-5 years of experience as a Medical Representative/Key Account Manager in the pharmaceutical industry, preferably in critical care or hospital products.
- **Other:** Willingness to travel extensively within the assigned region.

Job Benefits

- Competitive salary and incentives.
- Travel and other business allowances.
- Opportunities for career growth and professional development.