



Unique Biotech Limited

Role: Manager-Marketing&Sales-Formulations-Domestic-Human Health Division

Job description

Promote nutra/pharmaceutical product sales through effective interaction with healthcare professionals and organizations with the help of a team of representatives/ managers to increase the awareness and use of the company's products.

Responsibilities

- Develop the core positioning and messaging for the product
- Assist with the development of the annual sales and marketing plan
- Responsible for submission of on time and competitively priced quotations to the requested prospective customers.
- Preparation and approval of cost analysis.
- Assess the market, develop business plans and facilitate commercialization of the new products/business.
- Source for market research information on current and prospect product segments.
- Build effective field force
- To impart on-the-job training to field force and ensure implementation of marketing strategies.
- Build effective business relationships with healthcare partners and customers
- Prospect for new business
- Develop strategies to approach potential customers and increase sales
- Organize and execute sales presentations
- Organize group events and conferences for healthcare professionals
- Maintain detailed records of all contacts and meetings and creating reports when needed
- Keeping current with the competition's products, service offerings and activity

- Establish and maintain effective working relationships with all company support departments Responsible for providing the sales team with the necessary technical expertise to enable them to sell the product.
- Keep up-to-date with global developments in the Biotech industry to identify the future prospects.
- To prepare profitability reports of each product with the help of Accounts personnel every month and analyzing the same.
- Must be able to meet forecasted goals.

Requirements

- Bachelor's degree, preferably in science plus MBA in marketing
- Comprehensive understanding of health sciences like epidemiology, biotechnology and pharmacology
- 6-10 years' experience in the pharmaceutical or healthcare industry
- Proven ability to promote and sell products and services
- Good product knowledge

Key Competencies

- Interpersonal and communication skills
- Persuasive ability
- Planning and organizing skills
- Problem-analysis and problem solving skills
- Judgment and decision-making skills
- Negotiation skills
- Presentation skills
- Resilience
- Adaptability
- Integrity

About Us

Unique Biotech Limited (UBL), situated in Hyderabad, India, has been a pioneer in the probiotic industry since 2001.

As one of the largest probiotics manufacturers and probiotic suppliers in Asia, we have expertise and capabilities in providing high-quality probiotic solutions aimed at improving health and wellness through microbiota management. UBL collaborates with business partners, research institutes, and hospitals across the globe, to provide documented, safe, and clinically proven probiotic formulations for various indications.