

**The Head of FA Sales is accountable for developing country FA sales strategy, providing leadership and delivering business results for the business unit, in close collaboration of other functions as marketing, logistics - supply, regulatory.**

- **Value the Customer – build and maintain a comprehensive, sustainable and profitable portfolio of products and value added services for customers in partnership with GM and Species marketers. Actively seek opportunities to increase customer value.**
- **Value for People – build, develop and retain a customer focused sales team which is capable of delivering value to customers by providing leadership, direction and coaching.**
- **Value for Elanco – lead and influence the business, deliver business plan**

### **Key responsibilities**

#### **Affiliate strategy and planning**

- **Input to affiliate FA strategy, profit and brand plans**
- **Adaptation with GM and Species marketers of global and regional strategies**
- **Trade off decisions with GM and Species marketers**

#### **Customer Focused Sales Execution and Delivery of Business Results**

- **Works with FA marketing (Species marketers) to develop locally appropriate strategy and brand plans in order to achieve business goals**
- **Develop and execute annual business plans. Own sales execution based on marketing plans.**
- **Cultivate long-term relationships with customers, distributors, wholesalers and key influencers to promote the Elanco brand and business goals.**
- **Identify opportunities and implement plans to grow Elanco market share (plan, execute and achieve market share growth).**
- **Partner with marketing to drive market intelligence initiatives (monitor industry trends, competitor products and activities, customer, field and competitive intelligence)**
- **Delivery to the pricing targets; gross to net targets.**
- **Monitor and track business results, adapt approach and strategies as appropriate. Feedback into marketing and other functions for input and support.**

#### **Sales Targeting and Market Intelligence**

- **Targeting and inputs into segmentation in brand plans to identify which customers will deliver results, develop Key Account strategies for main KA's**
- **Deliver customer goals from brand plan roll out**
- **Customer experience delivery and feedback into marketing planning**

## **Sales Force Capability Development**

- **Portfolio selling to Solution selling based on portfolio marketing**
- **Salesforce optimization based on brand plan targets**
- **Manage sales force effectiveness**
- **Responsible for sales excellence through SAM and CVS programs**
- **Continuously improve knowledge of animal health industry as relates to species responsibilities (diseases, life cycles and solutions etc).**

## **Manage the Sales Organization**

- **Recruiting, hiring, training, coaching, evaluating performance, and defining and assigning responsibilities.**
- **Lead and develop the sales representatives in Hungary, creating an engaging environment by building a strong customer focused culture with a growth mindset.**
- **Ensure expectations are met for direct customer contact within the team (customer days) and spend a maximum of 10 days personally in customer contact per quarter**
- **Ensure compliance (Red Book, Elanco good promotional practices, health and safety etc) and completion of administrative tasks (expenses, reporting etc) as appropriate.**

## **Plans and operate departmental budget strategies and activities**

- **Set objectives, monitoring policies and practices, making expenditure recommendations, allocating resources and operating within set targets to control costs and ensure successful department options.**

## **Member of the HU affiliate Lead Team**

- **Member of the key decision making team for the affiliate.**
- **Serves as a member of various teams: sharing best practice , participate in regional decisions on product positioning and promotional strategies**

## **Required skills and experience**

- **Demonstrated skills in providing strategic advice and leadership, including the ability to persuade and influence decision-making**
- **Pragmatic, solution-oriented attitude**
- **Excellent communication skills in English (spoken and written).**
- **Self-motivated, hard-working, detail-minded, clear thinker, quick learner, team player and ability to work independently under pressure with minimum supervision**
- **Strong team player skills and attitude**

- **Sound business acumen and commercial awareness, ability to identify and resolve legal issues quickly and effectively, ability to provide solution-oriented legal advices**
- **Leadership and effectiveness in working with senior management to find innovative solutions to existing and emerging challenges**
- **Proven experience in taking a stand, constructive confrontation and challenging leadership as appropriate**
- **Clear capability to collaborate cross-functionally, in the context of both supervisory and non-supervisory relationships**
- **Computer literacy, familiar with all Microsoft applications**
- **5 years of experience in sales (animal health)**

### **Education**

- **Veterinarian or Agricultural MSC degree, economic education is an advantage**
- **High level of English fluency.**

### **Comment on other skills required to perform this job**

- **Compliance (Red Book, SOPs, Regulations)**
- **Deliver on time all required company trainings**

### **Location**

- **Budapest and territory of Hungary**

### **Travel**

- **Locally and internationally**