



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Centre of Training and Placement

Ref. No. IKGPTU/T&P/179.....

Dated 30/Jan/2025

HoD (Department of Food Science & Technology)
I K Gujral Punjab Technical University
Kapurthala

Sub: Novo Nordisk India Pvt. Ltd. – Campus Placement Drive. (Female Candidates Only)

Dear Sir/Madam

I K Gujral Punjab Technical University invite students of it's main campus to participate in Novo Nordisk India Pvt. Ltd. – Campus Placement Drive as per details mentioned below:-

Designation : Trainee Key Account Manager
Course/Stream : B.Sc/M.Sc (Food Tech)
Salary Package : **For UG: 4.80 LPA**
For PG: 6.00 LPA
Batch eligible : 2023 & 2024 passed out & 2025 passing out

Interested students may register at the link mentioned below:-

<https://docs.google.com/forms/d/1CXFK4juHvG1SHBxOwvn00gT7d4iNizqmFW64bgwZwjY/edit>

You are requested to kindly direct the Training & Placement Faculty Coordinator of your respective department to share the information with the concerned students. **Last date of online registration is 03-Feb-25 before 1100 hrs.**

Date & time of the selection process will be informed later on.

For any queries you may please call Er. Mohit Jain, Asst. Registrar (T&P) @ +91- 9478098136.

With profound regards,


Dr. Navdeepak Sandhu
Deputy Director (T&P)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Registrar: For kind information
3. Head (CT&P): For kind information
4. Assistant Registrar (T&P): For information & Coordination
5. File

“Propelling Punjab to a prosperous Knowledge Society”

I.K. Gujral Punjab Technical University
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580
E-mail : placements@ptu.ac.in Website : www.ptu.ac.in

job description

Prepared by & Date: June 2022

Position & incumbent

Position title

Trainee Key Accounts Manager

Key Dimensions

Internal/external customers and key contacts

Internal

Management Team Members, Area Sales Managers, Regional Managers, other colleagues in head office

(Please list)

External

Customers and Stakeholders i.e., doctors, patients, hospitals, collaborators, trade associations, chemists etc.

job description

Key Accountabilities

Please summarize in one sentence the purpose of the job

Primarily responsible for achieving sales KPIs, predetermined product wise and rupee wise allocations in the territory assigned. To develop business and company's image in the territory and to implement company strategies in the field.

Please list the position's key accountabilities with regard to:

- Meet the doctors, detail company's products, and implement company's product promotion strategies.
- Conduct prescription audit regularly in the territory with the retailers to
 - Screen the doctors list.
 - Evaluate the outcome of previous visit to the doctor.
 - Understand the competitors' strategies and identify competitors' prescribers.
 - Book orders and ensure product availability.
- Conduct CME, NEP and other relevant activities as and when necessary after obtaining appropriate approvals from superiors.
- Adhere to the company's norms of call average, coverage, and personal order booking.
- Attain the IOSELAS KPIs as per the norms
- Increase the sales and market share by:
 - Educating the users about benefits of modern insulin and devices
- Meet the stockist regularly and ensure that they have adequate stocks.
- Ensure that the stockist supply the products to the retailers and in turn purchase the products from the C&F agent. (Full responsibility)
- Meet the C&F agent responsible for the territory, to ensure that the product is supplied on time to the stockist and to place the indent to the company.

job description

- Assist the Ares Sales Manager in selecting the doctors for high value inputs and gently persuade the doctor to ensure adequate input-output ratio.
- Follow the procedures like daily call reporting, monthly reporting, adhering to the tour programs, updating doctor contact cards.
- Provide feedback regarding competitor's activities and other relevant developments to the Head office.
- Ensure and maintain customer focus.

Nature and scope of **Main accountabilities**

- Compliance with Novo Nordisk principles and internal legal laws and to defend company interests. Nevertheless, as a requirement of the business ethics; to defend the confidentiality of company's as well as the patients' secrets, business plans, ideas, and strategies against third parties.
- Act in line with ethical standards, company procedures and Novo Nordisk Way