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# Example of Commercial Development Job Description

Our growing company is searching for experienced candidates for the position of commercial development. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for commercial development

* Guides and utilizes marketing pharmacy insights group to obtain customer-driven metrics to identify product and services that are both feasible and profitable for the Company
* Prioritizes and selects investment areas for new value propositions
* Refines the targeted patient experience for designated segment across Company channels, balancing segment value potential and cost-to-serve
* Follows the monthly KPIs and, if needed, leads problem solving to get back on track
* Proficiently negotiates and manages complex opportunities and purchase agreements
* Provide one-on-one coaching during the on-boarding phase sign-off support
* Support Senior Managers (Category Development Manager & KAMs) at CATMAN related projects by doing various analysis and preparing different database & collecting relevant information
* Support Senior Manager by preparing regular (monthly, quarterly) market analysis taking data from Nielsen database
* Monthly competitor price & promo monitoring
* GfK HouseHold Panel tracking and reporting to Marketing team

## Qualifications for commercial development

* Must possess the ability to resolve unusually complex problems
* Ability to think strategically to define long-term capture strategies and business plans, tactically to define short-term, quick turn actions needed to execute Capture Plans
* Must be adept in the sales process
* One to three years of sales experience is required
* Basic knowledge of various CRM systems a plus
* High level of initiative and desire to work in a dynamic, fast paced environment