

Chapter 18

Professional Sales Representative

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INTRODUCTION

A professional sales representative (PSR), also known as a Pharmaceutical Sales Representative or medical representative, is a salesperson that specialises in the sale of medical and pharmaceutical items. It is very important to establish a clear and accurate Pharmaceutical Sales Representative job description in order to attract the Pharmaceutical Sales Representative that is the best fit for your needs. This will allow you to attract the Pharmaceutical Sales Representative that you need.

Everyone's job as a pharmaceutical sales professional is to SELL. The selling process consists of three phases as depicted in **Figure 18.1**:

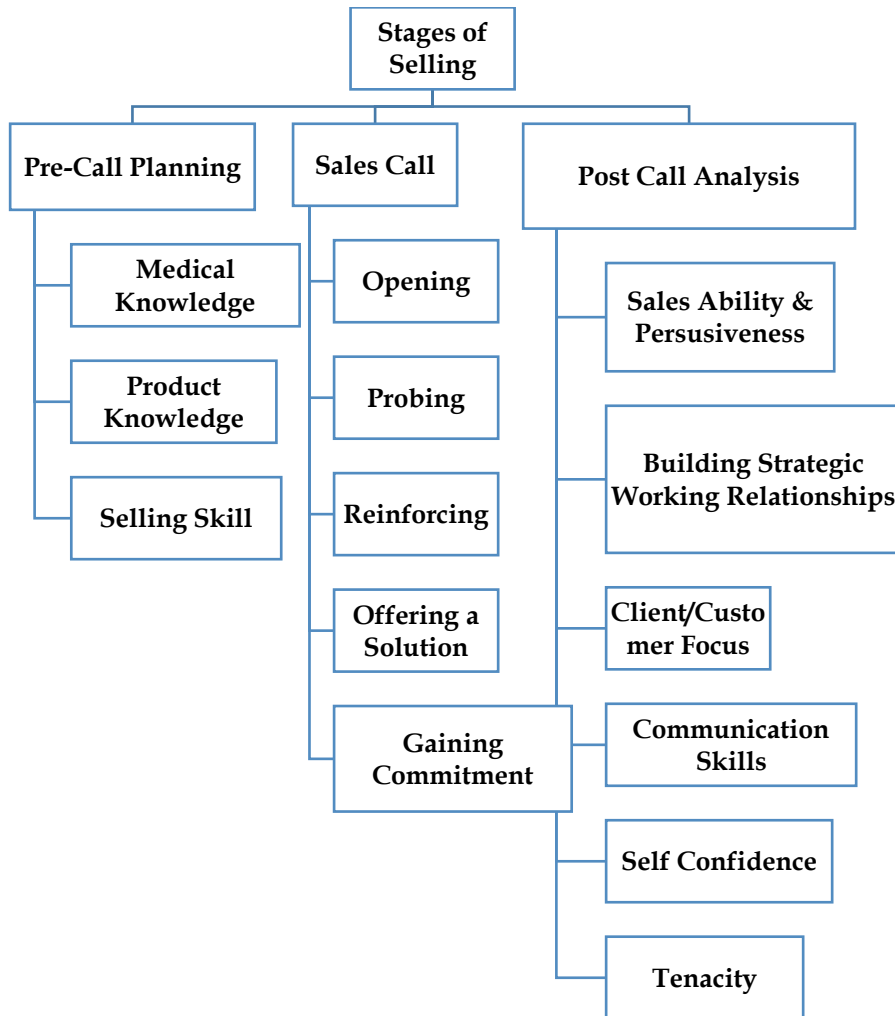


Figure 18.1: The selling process

DUTIES OF PSR

- Determine whether the demands of patients or doctors are being met by advertised products, and present those products.
- Communicate with the targeted doctors and persuade them to prescribe our products by applying effective selling abilities and carrying out cost-benefit analyses.
- The provision of product information as well as the delivery of product samples

- Participate in the upcoming business gatherings, conference calls, training sessions, and symposia circuits.
- Collaborate with the sales team to establish strategies and put those ideas into action in order to guarantee a unified marketing message.
- Create trustworthy relationships in order to exert influence over a certain group during the decision-making process.
- Maintain close vigilance over the relevant information and constantly assess the state of the market.
- Maintain precise records and documentation for the purposes of reporting and receiving feedback
- Maintain a state of continual learning and professional development, as well as keeping abreast of the most recent medical facts.
- Using the company's sales procedure and the strategy that has been approved for marketing, promote the products in an ethical and compliant manner.
- Develop and uphold solid relationships with key customers across a variety of situations.
- Having a high moral standard and a solid sense of integrity

PURPOSE OF DETAILING

Detailing done correctly is one of the keys to being successful in the role of a medical representative. Convincing the medical professionals to prescribe your medication is an essential stage in the process. You are going to look at some strategies in this piece that will allow you to sell your product while you are detailing throughout your visits.

- **Product Detailing:** Do you know what your doctors anticipate from you during your appointments with them? Although it is not the only thing that you do when you meet with your doctors, detailing items is one of the things that medical representative may do to improve their chances of being successful in the pharmaceutical sales industry.

SELECTION, TRAINING AND SUPERVISING

- **Selection:** The recruitment of qualified sales representatives is the decisive factor in a successful sales force that is well suited. When recruiting the incorrect personnel, both time and money will be wasted because of the wasted effort. The typical annual income increase for sales people across all industries is close to twenty percent. The decline in sales activity led to a disappearance of revenue.

Sales, the outflow of identifying and training substitutes, and occasionally the stress placed on Current sales agents to give a lift to the drop-off all contribute to a decline in sales. It is not always found to be the case that a powerful connection exists between sales outcomes on the one hand and the variables of upbringing and expertise, Present position, way of life, assertiveness, character, and expertise on the other. The performance of candidates in the Sales department is evaluated using intricate exams carried out under simulated conditions. These tests provide an environment that is equivalent to the working environment candidates will be expected to perform in. Even though the marks from these exams are only one component of the assessment, which also includes individual features, references, past job descriptions, and examiner answers, organisations and corporations have been using them to fairly bias their decisions.

- **Training and Supervising:** According to the expectations of the customers, sales personnel are expected to have comprehensive product knowledge, to contribute their ideas to the improvement of business operations, to be competent and trustworthy, and to give their input. It takes a significant financial investment for businesses to provide their sales staff with the training necessary to develop these qualities. The length of time spent on this training may range anywhere from a few weeks to several months. In the pharmaceutical sector, the typical amount of time spent training is twenty-eight weeks. The length of training will vary according to the complexity of the marketing position and the form of recruitment.

Sales force training is one of the most significant aspects to consider when attempting to achieve success in the market. The world's largest pharmaceutical companies are well aware of this fact, and as a result, they have implemented extensive quality control procedures to guarantee that their employee training programmes and materials are of the highest standard. Some businesses have gone so far as to build corporate sales colleges. These universities provide sales professionals, both fresh and seasoned, with training from both domestic and international specialists. The most important reasons to rely on a comprehensive training procedure are as follows: (1)

control (delivering a consistent message), (2) improved customer relations, (3) increased productivity, (4) increased sales, (5) better management of demanding accounts, time, and territory, (6) improved morale and confidence, and (7) decreased employee turnover.

This includes training in traditional classroom settings, training on the job, and even training through distance learning. Cutting-edge technology, such as the multimedia capabilities of the internet, are used in the delivery of distance education.

At the end of the training session, you should conduct an official assessment of the breadth and depth of the material that was covered throughout the course of the session. There is the possibility that the evaluation will encompass some or all of the following pursuits. evaluation by oneself, evaluation by one's supervisor, evaluation by one's students, evaluation by one's customers, and actual sales results.

NORMS FOR CUSTOMER CALLS

Any person or legal entity that engages in telemarketing in India is required to register with the Telecom Regulatory Authority of India (TRAI) and should adhere to the criteria that are outlined in the following paragraphs:

- It should be guaranteed, in accordance with schedule 1 of the "Telecom Commercial Communications Customer Preference regulations, 2010," that promotional SMS messages that belong to a defined category contain information that is only related to the specified class, and that they do not combine this information with any other type of information.
- The data that is downloaded from the site for the National Customer Preference Register will be protected from unauthorised access.
- PSR is the only one who should be held accountable for any inappropriate use of the telecom resources, which means they should only be used for making telemarketing calls.
- A customer who is a part of the National Customer Preference Register should not receive any commercial communication outside of the scope of the service to which they have subscribed.
- It is important to provide an accurate caption of any promotional or transactional message in accordance with the consent from the Access Provider.

- The database ought to be kept current and synchronised on a regular basis in accordance with the guidelines and Orders/Directions issued by TRAI in due process.
- Any subscriber should not be subjected to any form of commercial contact between the hours of 21:00 and 9:00, regardless of the circumstance.
- Documents, such as accounts, returns, and reports, among other things, should be kept up to date and submitted to TRAI upon request in accordance with the rules and orders for the following reasons:
 1. In-person availability and accessibility for technical inquiry
 2. Assurance that safety hazards will be avoided in accordance with laws
 3. Readiness to deliver call data records at the required frequency intervals.
 4. The TRAI has the authority to initiate an inquiry anytime it sees fit, either on its own initiative or in response to a complaint or suspicion.
- Telemarketers are prohibited from engaging in the following activities:
 1. On the basis of this registration, the Telemarketer is not permitted to engage in the provision of any service that is not related to telemarketing and/or that requires a separate License or approval.
 2. The authority of licenced telecom service providers will not be infringed upon by telemarketers, and telemarketers will not be allowed to provide switched telephone service or use telecommunications resources for public call centres (PCO).

MOTIVATION, EVALUATION AND COMPENSATION

- **Motivation:** Motivation is of particular interest to organisations because it improves performance, and motivated employees with direct customer contact are crucial to the success of organisations. In this situation, the success of organisations relies more and more on how well people are managed and led, including how well they keep people motivated. It is a significant challenge to steer businesses and maintain their competitiveness in the current economic environment, which is marked by pervasive instability and ongoing shifts. Commercial departments play a pivotal part in businesses because it is their responsibility to manage and cultivate the entirety of the relationship that exists between an organisation and its clients and business partners. People are an

organization's most valuable asset, and their connections with clients are usually handled by the commercial department. Therefore, individual employees' performance in this department is a critical factor in the success of organisations in a competitive and volatile global macroeconomic context.

Understanding people's motivations is essential to doing so successfully. Individuals can only rarely achieve good results in their performance if they lack the motivation to do so. One could say that the key to success is heavily dependent on one's level of motivation. It is responsible for activating and directing behaviour. At this time, the most important goal of management is to determine the ideal "formula" that will guarantee a high and long-lasting level of employee motivation. This is done in an effort to synchronise and maximise the interaction between the employees' individual goals and the organisational goals of the company they work for. In this setting, an examination of the most prominent theories of motivation is especially pertinent for the purpose of gaining a deeper comprehension of the factors that motivate sales staff in businesses. People who consistently achieve their goals are more likely to report feelings of contentment and accomplishment.

Various factors play important role in motivation of PSR. Few key motivational factors are depicted in **Figure 18.2**

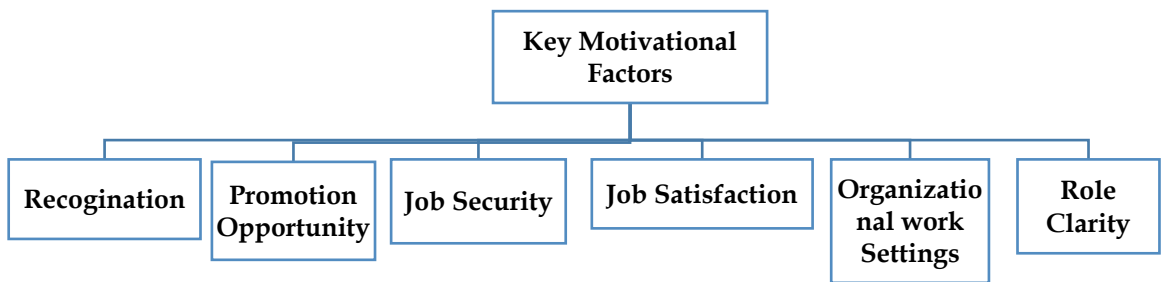


Figure 18.2: key motivational factors

- **Evaluation:** Even if the sales department is very well organised, it won't work well if the sales effort is not planned and monitored regularly. Sales reports are used to keep an eye on the sales staff. Firms need regular sales data on effort by product line, type of customer, or geographic segment so they can evaluate their salespeople and figure out how profitable they are. Most companies today have formal systems for evaluating their salespeople's performance. In this unit, you'll learn how to track sales efforts and evaluate salespeople's performance.

The monitoring of sales and the monitoring of salesforce go hand in hand. Each one needs the other. Several parameters are used to measure the sales performance of a company and its sales team on a continuous basis. Some of the most common ones are:

- Sales per salesperson, per dealer, and per product
- Cost per salesperson, ratio for each dealer and salesperson
- Number of calls per day
- Number of orders per call
- Average cost per call
- Direct selling costs
- Analysis of profit contribution
- How many accounts
- The number of complaints or comments from customers.

When monitoring, the focus is on getting information about day-to-day activities in terms of the chosen parameters and keeping track of any changes from what was expected. So, monitoring is a way to keep track of the sales effort on a daily basis. As was already said, sales reports and field visits by sales managers are two of the most common ways to keep an eye on how well sales are doing. The information that needs to be included in sales reports varies from company to company. A company with a large, decentralised sales force that covers a large area needs more detailed sales reports than a company with a small number of salespeople who cover a small area. In general, the sales report needs to have more details the more freedom the salespeople have to plan and schedule their own activities.

FUTURE PROSPECTS OF THE PSR

Representatives who work from home can sell products and services as part of internal sales. It depends on getting in touch by phone and online instead of meeting in person. Internal sales are growing 300 percent faster than traditional sales right now. Technology changes have changed how sales are done. Mobile devices make it possible for salespeople to connect with prospects anytime, anywhere. Also, improvements in auxiliary engineering can give high-quality data about the future, making it easier for representatives to talk to each other and close more deals. The way channelled sales are done is going to change even more because of digital technology. When compared to talking on the phone or in a video graphic, consumers feel more comfortable with

digital transactions like B2B product sales and digital touch points. To take part in the buying assessment in a smart way, industries will need to build more digital touch points. Sales companies that work hard will do well. In the near future, there will be more calls coming into contact centres. Click-to-call buttons on mobile-friendly sites are making it easier to use the phone to ask questions. The next era will be one of personalization. Companies will turn prospect data into sales reps if they want to be successful. For example, predictive analytics combines different sets of data to come up with a better understanding of what customers want. This strategy will likely lead to more personalised marketing opportunities that make customers happier. Social media can help sales go better. With the assistance of a business community and networking site, LinkedIn and other social media are emerging as useful tools that can be found in the armoury of many successful inside sellers. These technologies increase the sellers' relationships with prospects. Technology will be a key part of getting here on time. Customer relationship management (CRM) software helps with inside sales and keeps track of important information about future benefits. PSR should have the following skills: (a) the ability to see the bigger picture, (b) the ability to build an online brand, (c) the ability to "de-educate" prospects, (d) the ability to ask good questions, and (e) the ability to understand data.