



# Participant Handbook

Sector  
**Life Sciences**

Sub-Sector  
**Pharmaceuticals and  
Bio-Pharmaceuticals**

Occupation  
**Sales and Marketing**

Reference ID: **LFS/Q0401, Version 1.0**  
**NSQF Level 4**



**Medical Sales  
Representative**



**Shri Narendra Modi**  
Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Certificate

### CONTENT COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**LIFE SCIENCES SECTOR SKILL DEVELOPMENT COUNCIL**

for the

### SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: **'Medical Sales Representative'** QP No. **'LFS/ Q 0401 NSQF Level 4'**

Date of Issuance: July 10<sup>th</sup>, 2017

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\* Valid up to the next review date of the Qualification Pack  
Valid up to date mentioned above (whichever is earlier)

Authorized Signatory  
(Life Sciences Sector Skill Development Council)

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## About this book

This Participant Handbook is designed to enable training for the Qualification Pack(QP) of Medical Sales Representative. Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS. The symbols used in this book are described below.

## Symbols Used



Key Learning Outcomes

The key learning outcomes are listed at the beginning of each module. These outline the focus areas that the learners will cover in every module.



Tips

Wherever possible, tips are included in every module. They provide additional insight to learners on a particular topic being discussed.



Steps

These provide step-by-step instructions for a specific process.



Notes

Notes at the end of each module is a space for learners to list down their key points related to the topic.



Summarize

These provide the summary or the takeaways of the unit.



Unit Objectives

These are listed at the beginning of each unit under every module. They highlight the focus areas that the learners will cover in every unit.







# 1. Introduction

- Unit 1.1 - Program Objective
- Unit 1.2 - Medical Sales Representative  
(Career Opportunity for Youth)





## Key Learning Outcomes

**At the end of this module you will be able to:**

1. Identify the opportunity for you in Sales occupation in Life Sciences Sector
2. Define your Roles and responsibilities as MSR

## UNIT 1.1 - Program Objectives

### Unit Objectives

**At the end of this unit you will be able to:**

1. Discuss the requirement of MSR in Industry
2. Describe the competencies to be acquired via this skilling program
3. Set your expectation from this skill program

### 1.1.1 Sales Occupation in Life Sciences Sector

The selling and marketing in Life Sciences Sector is not like selling a Fast Moving Consumer Goods like Jam/ Biscuits or selling like a car. The Sale of Life Sciences Product which is either a Medicine or a Medical device like gluco-meter/ thermometer is done under regulations by Govt. agencies. Medicines are also not sold by giving huge discounts/ offers to customers. Also medicine are prescribed by Doctors and not decided by customer (patient/ patient's family)

Sales and Marketing of Medicines / medical devices are done by promoting the products with the Medical Professionals (Doctors) by presenting the benefits to the patient of the drug like minimum side effects, lesser cost of treatment, higher effect on a certain disease etc. Basis the information provided to a doctor, he/she then prescribes a drug to patient. Hence the person presenting/ dealing with doctors become very important link for all companies in Life Sciences Sector. The person who deals with doctors for presentation/ promotions is called Medical Sales Representative/ Medical Rep / Field Executive- Sales.

As per estimations made by LSSSDC 25% of Workforce in the Sector is employed as Medical Sales Representative and every year new employment is generated for approximate twenty thousand fresh candidates.



*Fig. 1.1.1.: Medical Representative at Work*

### 1.1.2 Objective of Skill Program

Objective of this skilling program is to enable every participant with required competencies for the job of Medical Sales Representative.

At the end of this program you will be equipped with following knowledge areas:

- Major Stakeholders for MSR
- Pharma & Biopharma Sales & Distribution Ecosystem
- Regulations for Medical Sales Representative
- Human Anatomy & Physiology
- Pharmaceutical Science Basics for MSR
- Resources for Scientific and Technical Knowledge
- Organizational Knowledge for MSR
- Concepts of Disease Management for MSR
- Market Research for MSR
- Environmental Monitoring by MSR
- Retail Chemist Prescription Audit
- Questioning Techniques for MSR
- Data Analysis and Reporting of Competitor Monitoring and RCPA
- Trends in Pharmaceutical Marketing and Promotions
- Managing the Field Visits
- Promotion Strategies for MSR
- In Clinic Promotion, Presentation and Demonstration by MSR
- Reporting of Field Visits by MSR
- Sales Ordering and Follow up
- Sales Target Achievement Strategy for MSR
- Inventory Monitoring & Management by MSR
- Sales Reports for MSR
- After Sales Support to Distribution and Sales Channel
- Pharmacovigilance Process for MSR
- How to execute CME and Product Launch
- Communication and Coordination Strategies for MSR

During this program, every participant will also be enabled for following Skill Sets:

- Communications Skill especially in English language
- Planning and Organizing
- Decision Making
- Analytical and Critical Thinking
- Problem Solving
- Customer Centricity
- IT Skills

**Tips** 

**What this program is for?**

Think about this. Interacting with Medical professional would need in depth knowledge and effective skills, Are you fully equipped with the required competencies to be MSR? Well, if you are not and are keen to join this shining profession, this program will equip you with all the require competencies.

**Exercises** 

1. Write your expectation from the Skilling Program.
2. Write 5 Major reason for choosing a Medical Sales Representative Career.
3. Write 3 areas of improvement you would like to improve from this skilling program.

**Notes** 

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## UNIT 1.2 - Medical Sales Representative: Career Opportunity

### Unit Objectives

**At the end of this unit you will be able to:**

1. Describe the role and responsibilities of MSR
2. Choose your future employer
3. Discuss the challenges, opportunities and your career progression in the Life Sciences Sector

### 1.2.1 Role and Responsibilities of MSR

As discussed in previous unit, Medical Sales Representative is a key link between pharmaceutical companies and healthcare professionals.

#### **Brief Job Description:**

He/she is responsible for contacting potential customers such as primary care centers, hospitals and pharmacies and prescribers (Doctors), identifying their needs, convincing them that the products (medicines or medical devices) of his/her company can best satisfy their needs; closing the sale according to the terms and conditions; and providing an after-sales service.

#### **Personal Attributes:**

The individual should have good knowledge of the Pharmaceutical and Bio Pharmaceutical sector. He/ she should have excellent sales and negotiation skills and should demonstrate the ability to understand and present technical data about the medicine or medical device. He/she should demonstrate adaptability for coping with frequent changes in products and healthcare system and should be flexible to travel on a frequent basis. He should be well turned out and must have excellent communication skills.



*Fig. 1.2.1: Medical Sales Representative with a doctor*

The Medical Sales Representatives perform the following three major functions:

- Gather information about the product and competitors
- Promote and sell products to potential customers and provide after sales service
- Organize medical conferences and promotional events

## 1.2.2 Overview of Life Sciences Sector

The industrial units involved in discovery/ research, development, manufacturing, distribution and sale of medicines, vaccines, nutraceutical products can be considered part of Life Sciences Sector.

The Life Sciences Sector can be divided into three major sub sectors:

- Pharmaceuticals
- Bio-Pharmaceuticals
- Contract Research

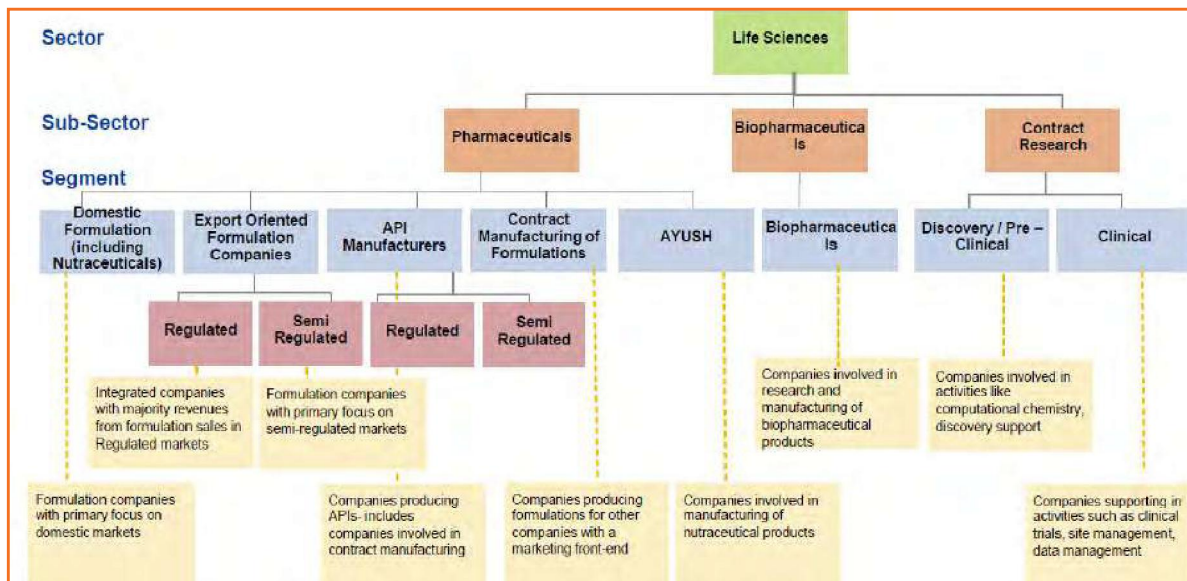


Fig. 1.2.2: Life Sciences Sector Map

### 1.2.2.1 Pharmaceutical Sub Sector

The pharmaceutical subsector includes all the Companies involved in any of following:

- Manufacturing and/or sale of Drugs Formulations for India as well as for Exports
- Active Pharmaceutical Ingredient (API) Manufacturing
- Contract Manufacturing of Drug Formulations/ Nutraceutical Products
- Manufacturing and sale of Nutraceutical Products
- Manufacturing and/or sale of Ayurveda, Yunani, Siddha and Homeopathy (AYUSH) Medicines

### 1.2.2.2 Bio-Pharmaceutical Sub Sector

The bio-pharmaceutical subsector includes all companies involved in manufacturing and sale of bio-pharmaceutical products like vaccines, serums etc.

### 1.2.2.3 Contract Research Sub Sector

The contract research subsector includes companies who are involved in conducting new drug discovery, pre-clinical studies and clinical research studies (Bioequivalence & Bio availability studies as well as clinical trials) as an outsourced organization. These companies are also known as CROs (Contract Research Organizations).

### 1.2.3 Who is the Employer of MSR?

Medical Sales Representatives are employed with companies involved in manufacturing and sale of Drugs Formulations for India as well as with companies involved in manufacturing and sale of Ayurveda, Yunani, Siddha and Homeopathy (AYUSH) Medicines.

### Practical

Conduct a survey in your city/ town and provide the information that how many Life Sciences companies are operating in the area who employ Medical Sales Representative.

### 1.2.4 Typical Organization Structure in Pharma/ Bio Pharma Formulation Company

A typical Formulation company in India has majorly five departments:

- Manufacturing
- Quality
- Research & Development
- Supply Chain
- Sales and Marketing

In addition to above the Support Functions like Human Resource, Administration, Accounts, IT provide the backbone support for main functioning of a company. A MSR is hired as a sales team member in Sales and Marketing function and interact with Marketing Team, Product Management Team, Human Resource Team, IT Team, Accounts Team and Administration team regularly for smooth functioning as MSR.

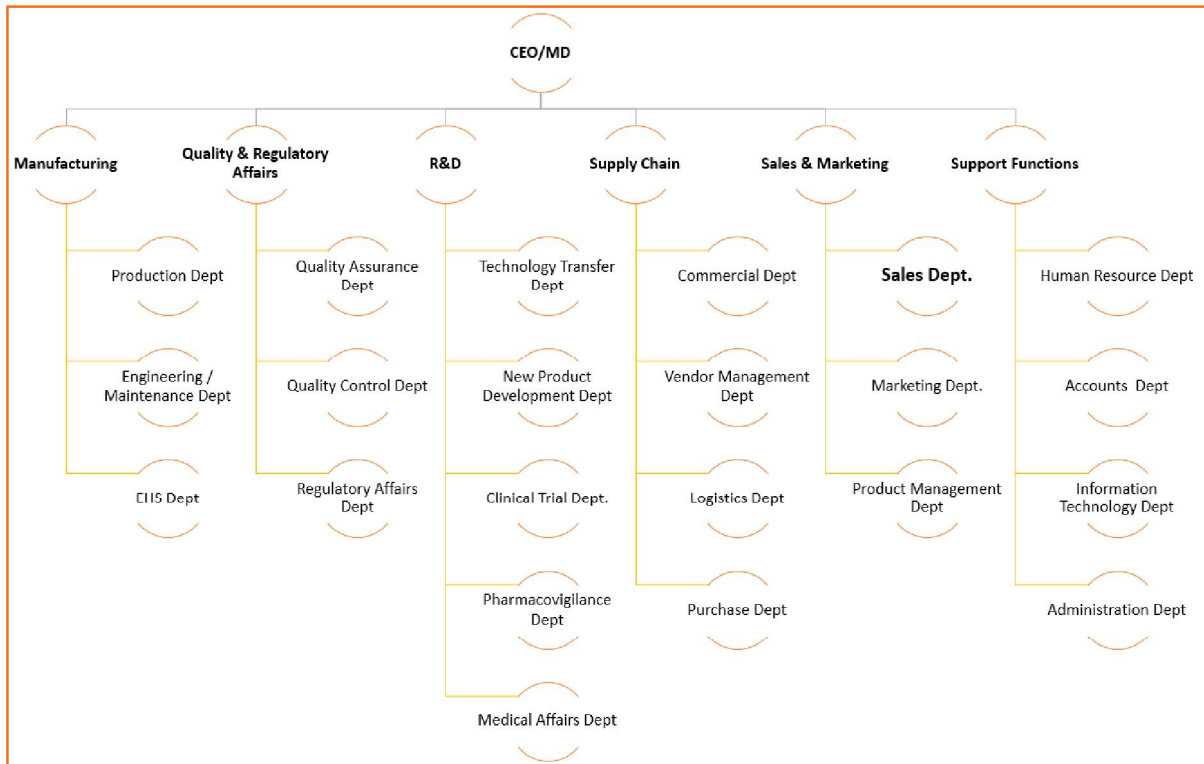


Fig. 1.2.3: Typical Organizational Structure in Life Sciences Company

### 1.2.5 Working Conditions for MSR

- MSR job is mostly a permanent full time employment in companies
- There is no option for work from home, though in very few companies, Part time work is available
- Working hours are 8 hours every day for 6 days a week
- The job is mostly a field job and involves extensive travelling with in the defined geographies up to 90% of the time
- The job role holder is expected to be dressed in formal attire in all 6 working days and required to interact with Medical Professionals i.e. doctors, Retail Chemist, Stockist.
- The job role holder is an independent contributor and the person is not required to handle team
- The job role holder needs to meet two kind of targets: Activity Targets (Meetings, Field Visits, Stock Management) and Sales Targets (Annual/ Quarterly Sale targets for identified product range)
- This Job is not considered hazardous or dangerous
- The occupational hazards may include fatigue due to extensive travel, stress etc.



## 1.2.6 Career Progression for MSR

A Medical Sales Representative can get a horizontal career progression a Specialty Medical Representative or a vertical career progression/ promotion as Area Sales Manager. The promotions are done based on performance only. A good performer meeting both activity as well as sales targets can get a promotion in two to three year on an average.

MSR job provides an opportunity to individual to become owner/ MD/ CEO of a company means provides ample opportunity to grow in an organization or become an entrepreneur.



Fig. 1.2.4: Career Map for a Medical Sales Representative

## 1.2.7 Advantages of choosing MSR as career

- **Flexibility:** Provides opportunity to work your own hours and make your own field schedule. At time gives a feeling like Self-employed due to flexibility.
- **Pay Checks and Incentives:** Provides huge opportunity to earn big incentives. Harder one works, more one gets. It also gives you a great sense of self-esteem when you are rewarded for your work. Some of the large organizations do send the performing MSRs to overseas luxury trips or provide overseas learning opportunity
- **Customer Interaction:** MSR enjoys his/her relationship with customer, he/she deals with like doctors, nurses etc. One enjoys a cultivating relationship with doctors. Interaction with doctors on medical / scientific knowledge gives a feel of self- pride.
- **Self-Development:** Selling profession in Life Sciences Sector demands interaction with highly knowledgeable doctors and to meet this need, MSR end up developing various positive traits and dynamic skills by him/her self. These self-motivated “development efforts” help MSR in taking up future jobs with much ease and even at times result in faster career growth in comparison of any other profession.
- **Making a difference:** Last but not the least, a feeling of making a difference in common man health life or even making a difference by providing the best medicines for patient treatment gives a big boost to the self-motivation and morale of MSR.

## Practical

Interview a Medical Sales Representative in your locality/ area and identify following:

1. Why did he/she choose MSR as career?
2. What are the benefits he/she is getting being an MSR?
3. What challenges he/she has faced in his initial start of MSR career?

## Summarize

- Medical Sales Representative has three major function to perform: Competitor Monitoring, Promotion and sale of Product and Organizing Conferences/ other events
- Life Sciences Sector has three sub sectors as Pharmaceutical, Bio-Pharmaceutical and Contract Research
- Medical Sales Representative is employed by Domestic formulation sales companies both in pharmaceutical and biopharmaceutical
- A typical Life Sciences organization has five major departments and MSR is employed in Sales and Marketing department
- MSR job is a field job involving 90% travel in defined geographies with 8 hours working for 6 days a week
- MSR is expected to meet Activity targets as well as sales targets
- MSR will progress as Area Sales Manager as next position in his/her career ladder
- Flexibility, Commissions, direct customer interaction, autonomy and work for human benefit are major motivational factor for choosing MSR a career

## Exercises

1. How many departments are in a Typical Life Sciences company?
2. In which sub-sector in Life Sciences Sector, the MSR is employed?
3. List down the reasons for choosing MSR as a career.
4. List the main functions a MSR does.