## **Medical Sales Representatives.**

## ***In ethical Marketing practice ,product promotion is directed towards the doctors.***

Medical Representatives, also known as medical sales representatives or pharmaceutical sales representatives, are those who sell and promote pharmaceuticals, medical equipment, and prescription drug products . Medical Representative (MR) plays an important role in the promotion process by directly meeting the physicians and promoting the brands.

In other terms, a Medical Representative (MR) is a point of communication between pharmaceutical companies and health professionals such as doctors and other institutional key persons .

***A Medical Representative’s primary responsibility is to promote and sell the company’s products .***

**JOB of Medical Representatives:-**

* A medical or pharmaceutical corporation appoints a medical representative to market and sell its products. He or she serves as the company’s representative and is in charge of the company’s branding.
* He/she promotes the goods to potential buyers on behalf of his/her company in such a way that they purchase it.
* The Medical Representative is also in charge of promoting and making medical items available to the intended audience. He or she can advertise the products, hold seminars, or hold meetings with various healthcare professionals to market them.
* Each medical representative is given a monthly target to meet within a certain amount of time.
* It is essential for them to keep track of monthly sales for future reference as well as examine his performance.
* Every medical representative’s ultimate goal is to sell as many products as possible. Although his/her position is not solely sales-related, he/she is also responsible for after-sales customer assistance.
* Obtaining feedback from his clientele is one of his main responsibility. It will assist him in improving his future work performance.
* The Medical Representative must establish positive relationships with pharma professionals such as doctors, nurses, and other health care professionals.
* Because the Medical Representative promotes the pharma company’s brand, he or she must have a pleasant personality and excellent communication skills.
* The Medical Representative must have complete knowledge of the pharmaceutical product so that he or she can effectively describe it to healthcare professionals.

**QUALIFICATION :-**

To be a Medical Representative, you don’t need any specific qualifications. No one can stop a person who has fundamental intelligence, common sense, and a desire to succeed. However, if he has a rudimentary understanding of human anatomy, bioscience, and a sales background, he will have an advantage.

To become a medical representative one must have completed their 12th standard or equivalent with Physics, Chemistry and Biology. A Bachelor's degree in Pharmacy or B. Sc. degree in a relevant field is a must to become a medical representative

Some pharmaceutical companies prefer B. Pharmacists and Para Medical School graduates. Also, individuals with a science background, such as PCMB (Physics, Chemistry, Biology, and Mathematics), are preferred over arts and commerce students since they understand things more easily

## Role of Medical Representative

### Product Knowledge and Expertise

A fundamental requirement for a medical representative is an in-depth understanding of the products they represent. They need to comprehend the scientific aspects, mechanisms of action, benefits, and potential side effects of these products. This expertise enables them to provide accurate information to healthcare professionals and address any inquiries or concerns

### Communication and Relationship Building

Effective communication is at the core of the role of a medical representative. They engage with healthcare professionals, including doctors, pharmacists, and hospital staff, to convey the value of the products they promote. By fostering meaningful relationships, they establish credibility and trust, which can influence healthcare professionals’ decision-making.

### Promotion and Sales

Medical representatives are tasked with promoting pharmaceutical products and medical devices to healthcare professionals. This involves presenting the features, benefits, and evidence supporting the efficacy of these products. Through persuasive communication, they aim to secure product prescriptions or recommendations from healthcare professionals.

### Market Insights and Feedback

They are on the frontline of the pharmaceutical industry, interacting with healthcare professionals regularly. They gather valuable insights into market trends, competitor activities, and healthcare professionals’ preferences. This feedback is relayed to the pharmaceutical company, guiding strategic decisions and product enhancements.

### Continuous Education

Staying updated with the latest medical advancements, clinical studies, and industry regulations is crucial for a medical representative. They often engage in ongoing training to enhance their knowledge and ensure they can address any queries posed by healthcare professionals.

### Ethical Considerations

Upholding ethical standards is paramount for medical representatives. They must provide accurate and unbiased information about products, avoiding exaggerated claims or misinformation. Ethical conduct ensures that healthcare professionals receive reliable information for their decision-making processes.

**Time Management and Planning**

Medical representatives typically manage a diverse territory, which requires effective time management and planning skills. They schedule visits to various healthcare facilities, ensuring they can engage with a wide range of professionals within their assigned area.

### Data Collection and Reporting

Keeping detailed records of interactions, feedback, and the impact of their efforts is essential. Medical representatives compile data that provides insights into the effectiveness of their strategies and the reception of products by healthcare professionals.

In any setting, the process of selling involves getting in touch with potential customers, recognizing their requests, convincing them that your products or services are more pleasant than those of competitors and can best please the customer. Drug reps increase drug sales by influencing physicians, and they do so with finely titrated doses of friendship. They sometimes deliver lectures in medical work places or at a hotel or conference venue.

Normally, medical sales executives have their own regional area of responsibility and plan how and when to target health professions. Medreps should be able to keep up with the latest clinical data supplied by the company and interpreting, presenting and discussing these data with health care providers during their periodic visits.

They should also maintain update knowledge about competitor products and articles published regarding them.

Being smart, dedicated, good psychologist, well groomed, having soft skills with good personality and a high Emotional Quotient (EQ), would be part of their success towards their performance.

Factors contributing to a drug selection are comprised of product quality, safety, effectiveness, price, availability, company reputation, packaging attraction, patient affordability and satisfaction.

**MEDICAL REPRESENTATIVE CAREER GROWTH**

Medical Representative can get elevated to higher positions in the sales, as Area Manager, Regional Manager, Zonal Manager, and National Sales Manager.

From above the National Sales Manager position, the next promotion is General Manager- Sales & Marketing, then VP- Sales & Marketing, President and last but not least, Managing Director.

In Pharma Industry, there are numerous examples of the once Medical representative who have reached the Managing Director Position in their career.

**MEDICAL REPRESENTATIVE PROMOTION**

Ideally, Medical Representative should get promoted to the next position within 2-3 years of joining the field.

However, there are many Medical Representatives who get stuck to the same position for more than 5 years, or some even more than 10 years. Thereafter, their further promotions or positions also get delayed.

It is advisable for any Medical Representative to strive to get promoted within 2-3 years by constantly discussing this with their up lines.

**MEDICAL REPRESENTATIVE FUTURE SCOPE IN INDIA**

Medical Representative’s future in India is very bright, provided, they keep doing their job of increasing prescriptions and helping the Pharma Corporates increase Market Share of their brands.

Pharmaceutical Brand Marketing is In-Direct Selling, in that case, Doctors act as an Influencer. On his prescription, every sale of the strip or bottle is sold. Doctors prescribe the brand, only if the Medical Representative of the Pharma Corporate keeps visiting the Doctor. Thus the job of Medical representatives would always be in demand and the future of Medical Representative’s Job is going to be brighter in India.