**PHARMACEUTICALS DETAILING**

## What is pharmaceutical detailing?

Pharmaceutical detailing is a 1:1 marketing technique pharmaceutical companies use to educate a physician about a vendor's products, hoping that the physician will prescribe the company's products more often.

OR in other words, ***Detailing can be defined as the presentation of selling point in the most logical sequence.***

Detailing is the selling with the persuasion of the highest order.

## The benefits of pharmaceutical detailing

Pharmaceutical detailing has a number of benefits for the pharmaceutical company.

**Increased sales.** Pharmaceutical detailing can result in increased pharmaceutical sales because a pharmaceutical sales representative is able to provide information about the product that may influence the physician to prescribe the product.

**Compliance with FDA regulations.** Detailing helps pharmaceutical companies comply with [FDA](https://www.techtarget.com/searchhealthit/definition/FDA-US-Food-and-Drug-Administration) regulations by providing information about products that must be included on the label.

**Improved patient outcomes.**Detailing also provides information about a product that may improve patient outcomes. This includes information about dosing, side effects and interactions with other medications.

**Characteristics of Detailing:-**

Detailing would always be clear, concise, logical a would enlightened the doctor on

* 1. ***WHAT THE PRODUCT IS?***
  2. ***WHAT IS THE PRODUCT USED FOR?***
  3. ***WHAT THE PRODUCT WILL DO?***
  4. ***HOW IS THE PRODUCT BETTER?***

**WHY SHOULD A DETAILING HAVE TO BE AN AUDIO VISUAL?**

|  |  |  |
| --- | --- | --- |
|  | **RECALL AFTER 3 HOURS** | **RECALL AFTER 3 DAYS** |
| **ONLY TELL** | 70% | 10% |
| **ONLY SHOW** | 72% | 20% |
| **TELL AND SHOW** | 85% | 65% |

You would notice that the recall value when you tell and show is more than 3 times after 3 days as compared to only showing and 6 times to only saying.

**The TOOL is known as *“VISUAL AID”***

**4 Steps of Effective Detailing:-**

**Introduction:**

Always give the doctor your full name, the company you represent, the name of your product and what it is used for. Don't assume the doctor remembers who you are or whom you represent from the few brief greetings shouted at her through the office window. And don't presume that she knows your product or what it does, even if you've left enough literature to fill a small library. In short, you had better start from scratch.

**Product introduction:**

Now is your chance. Go for it. Time to explain, in detail, what your product does, why it is the best and how the doctor can use it in her practice. Make it brief but informative. Remember: features and benefits. If you don't give that doctor a reason to use your drug, you've wasted her time and yours.

**Probing:**

Quickly, ask if there are any questions. Answer if needed.

**Close:**

Finally, close and ask for the sale. Everything leading up to this moment is just for show. Now is your chance to earn your pay. Get a commitment!

**6 PRINCIPLES OF EFFECTIVE DETAILING**

**1,TEXT(content)**

**2.DELIVERY(manner in which you speak)**

**3.MODULATION( vary the tone /pitch of the voice )**

**4.synchronisation (what you tell and what you show)**

**5.handling of visual aid pointer**

**6.detailing close**

**QUALITIES OF A GOOD DETAILER(6 C’s)**

**1.must be clear**

**2.must be complete**

**3.must be confident**

**4.must eliminate competition**

**5.must carry conviction(firm belief)**

**6.must end with a close.**

**STAGES OF DETAILING (aida)**

* ***To gain the doctor’s ATTENTION and retain it till the meeting ends.***
* ***To stimulate his INTEREST in listening to our message in our product***
* ***To arouse a DESIRE in him to use our product.***
* ***And thus provoke ACTION , i,e to prescribe the product.***