



**Haryana Skill
Development Mission**

CERTIFICATION IN LIFE SCIENCES

COURSE OF MEDICAL SALES REPRESENTATIVE (LFS/Q0401)



Industry overview

The life sciences sector comprising of pharmaceutical (including AYUSH), biotech and contract research segments is increasingly achieving positive revenues globally, sustained in part due to emerging markets and generally encouraging worldwide, economic and demographic trends.

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.

The Medical Sales Representative is a key link between pharmaceutical companies and healthcare professionals. They are responsible for contacting potential customers such as primary care centres, 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. They work strategically to increase the awareness and use of their company's pharmaceutical and medical products. Medical sales reps are usually based in a specific geographical location and specialise in a particular product or medical area. They may make presentations and support in organising continuing medical education events for healthcare professionals, as well as working with contacts on a one-to-one basis. Medical Sales Representative certification program by LSSSDC is a professional course targeted to cater the occupational requirement of trained professionals. The information, guidance, practical training and off course completion certificate will provide the participant with not one but many opportunities in the industry. A medical representative can make a very promising career in pharmaceutical sales and marketing occupation on the basis of his sales performance and ability to manage customers.

About the program

This program describes the knowledge, understanding and skills required for a Medical Sales Representative to gather information about the product and competitors, the knowledge, understanding and skills required of a Medical Sales Representative to promote and sell products to potential customers and provide after sales service. Also it includes the knowledge, understanding and skills required of a Medical Sales Representative for organizing medical conferences and promotional events.

Who should attend it?

Minimum qualification – Diploma in Pharmacy or Any Graduate

Course Duration

480 Hrs

Career Opportunities

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

Every year new employment is generated for approximate twenty thousand fresh candidates as Medical Sales Representative (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.

He/she may work as part of a team of sales reps, sharing the group's sales results, or independently in healthcare and pharmaceutical companies. The job role holder needs to meet two kind of targets: Activity Targets (Meetings, Field Visits, and Stock Management) and Sales Targets (Annual/ Quarterly Sale targets for identified product range).

He/she can rise to the posts of Area Manager; Regional/Zonal manager; Divisional sales manager/ Divisional Controller; Dy. Marketing/ Dy. Sales Manager; Marketing/ Sales Manager

Point of Contact

www.hsdm.org.in