

Pharma Sales Executive

Course Name	Pharma Sales Executive
Course Code	LFS/2024/PHSE/428
Sector	Life Science
Level	4
Occupation	Product promotion and Sales / Customer Relationship Management
Job Description	Pharma Sales Executive, the role involves promoting and selling pharmaceutical and medical products to healthcare professionals, striving to meet and exceed sales targets. The position requires developing and implementing effective sales strategies to enhance market share and building strong relationships with doctors, pharmacists and other healthcare providers. Additionally, preparing and presenting sales reports, ensuring accurate documentation and communication with the management team.
Course Duration	Total Duration 450 Hours (T- 90, P- 210 , OJT-90 and ES - 60)
Trainees' Entry Qualification	Graduate in any discipline or Higher Secondary with any diploma or certificate course in health or paramedical field
Trainers Qualification	M.Sc./B. Sc. / Bachelor of Pharmacy with 5 years experience in relevant field OR Master of Pharmacy 3 years' experience in relevant field

Structure of Course:

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	OJT (Hrs.)	Total (Hrs)
1	Introduction to Pharmaceutical Industry and basic job role of Pharma Sales Executive	Explain job responsibilities and opportunities of a Pharma Sales Executive	20	40	-	60
2	Introduction to Pharmacology and Drug Management	Explain pharmacology, drug management, and safety practices for effective application in clinical and pharmaceutical settings.	30	60	-	90
3	Sales and Marketing	Apply essential sales and marketing strategies to effectively promote and sell pharmaceutical products.	30	90		120
4	Daily reporting and claim submission	Demonstrate the daily reporting methodology and monthly expense submission.	10	20		30

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	OJT (Hrs.)	Total (Hrs)
5	OJT	Work in real job situation and meet customers as a part of field work	-	-	90	90
6	Employability Skills	As per guided curriculum	60	-	-	60
TOTAL			150	210	90	450

SYLLABUS:

Module No. 1: Introduction to Pharmaceutical Industry and basic job role of Pharma Sales Executive

Outcome: Explain job responsibilities and opportunities of a Pharma Sales Executive

Theory Content:

- History and evolution of the pharmaceutical industry.
- Overview of the Indian and global pharmaceutical market, major players, and market segments.
- Ethics for Pharma sales executive to maintain uniform code for pharmaceutical industry.
- The process of drug development and clinical trials and its importance.
- Strategies for product promotion, branding and market penetration.
- Supply chain management, logistics and ensuring product availability.
- Roles and responsibilities of a Pharma Sales Executive.
- Effective verbal and written communication with healthcare professionals.
- In-depth understanding of the pharmaceutical products being promoted.
- Strategies for effective selling, negotiation skills and handling objections.
- Building and maintaining relationships with healthcare providers.
- Adherence to ethical standards and regulations in pharmaceutical sales.
- Simulated interactions with healthcare professionals to practice communication and sales techniques.

Practical Content:

- Demonstrate how to present product information effectively to doctors and pharmacists.
- Analyse case studies of successful pharmaceutical product launches and marketing campaigns.
- Address common challenges faced by Pharma Sales Executives in the field.
- Observe and participate in real-life sales calls.
- Visit to healthcare providers to build relationships and promote products.
- Plan to use Customer Relationship Management (CRM) as a part of business developing strategy.
- Record customer information, tracking sales progress and analysing performance metrics.
- Follow industry regulations and guidelines to ensure compliance.
- Demonstrate the process of RCPA.

Classroom Aids:

Whiteboard, Marker Pen, Computer or Laptop attached to LCD projector/ screen, Scanner, Computer speakers

Tools & Equipment needed

Computer / Laptop, Projection Equipment, Sound System, PowerPoint Presentation, Participant's Handbook.

Module No. 2: Introduction to Pharmacology and Drug Management

Outcome: Explain pharmacology, drug management, and safety practices for effective application in clinical and pharmaceutical settings.

Theory Content:

- Overview of human body systems (cardiovascular, respiratory, digestive, etc.)
- Function of major organs (heart, lungs, liver, kidneys, etc.)
- Definitions: pharmacology, drug, medicine, poison.
- Overview of therapeutic drug classes.
- Introduction to pharmacokinetics: ADME (Absorption, Distribution, Metabolism, Excretion).
- Pharmacodynamics: How drugs produce their effects on the body.
- Parameters like C_{max} , T_{max} , $T_{1/2}$, and bioavailability.
- Overview of drug distribution systems.
- Supply chain from manufacturing to pharmacy to patient.
- Introduction to cold chain management for pharmaceuticals.
- Classification of therapeutic drugs: antibiotics, antivirals, analgesics, etc.
- Mechanism of Action (MOA) of selected drugs.
- Definitions and examples of desirable effects (therapeutic) and undesirable effects (side effects, adverse effects) of drugs
- Concept of drug safety categories.
- Detailed explanation of side effects vs. adverse effects.
- Identifying and managing adverse drug reactions (ADR).
- Introduction to microbiology: bacteria, viruses, fungi, and parasites.
- Classification of bacteria based on shapes (cocci, bacilli, spirilla).
- Gram-positive vs. Gram-negative bacteria.
- Overview of common diseases (diabetes, hypertension, infectious diseases).
- Overview of drug safety categories.
- Schedule of drugs as per Drugs and Cosmetics Act.
- Concept of Drug Price Control Order.
- Concepts on Emergency drugs as per WHO guidelines.
- Overview of over-the-counter (OTC) drugs and their safety.
- Overview of drug safety during pregnancy.
- Categories of drugs and their safety profile for pregnant women.
- Concepts of drug contraindications and their importance in patient safety.
- Examples of common contraindications.
- Importance of maintaining the cold chain for certain drugs.
- Difference between room temperature, cool and dry place, and refrigeration.

Practical Content:

- Use anatomical models to identify key organs and systems.
- Demonstrate the flow of blood through the heart and lungs using a schematic diagram.
- Demonstrate different methods of drug administration through diagrams and real-life examples.
- Identify various routes of drug administration (oral, intravenous, intramuscular, etc.).
- Explain and demonstrate ADME through diagrams.
- Demonstrate the MOA of antibiotics (e.g., amoxicillin) using models or animations.
- Illustrate the MOA of acid-suppressants by explaining gastric acid secretion.
- Case studies on drug reactions and patient safety considerations.
- Categorization of drugs based on safety profile and side effect management.
- Demonstrate use of diagnostic tools like blood pressure monitors and thermometers.
- Identify abnormal report of biochemistry and pathology and relate them to specific diseases.
- Case studies on diagnosis and treatment plans for specific diseases.
- Discussion of emergency drugs used in various medical conditions (as per WHO guidelines).
- Analyze and compare pricing of essential vs. non-essential drugs.
- Discuss the implications of restricted drug use during pregnancy.
- Simulate emergency situations requiring the use of specific emergency drugs.
- Role-play scenarios on advising patients about the proper use of OTC drugs.
- Review real-life case studies of drug use in pregnancy and outcomes.
- Case discussions on identifying and managing contraindications in patients.
- Demonstration of proper cold chain management practices for different drugs.

Classroom Aids:

Whiteboard, Marker Pen, Computer or Laptop attached to LCD projector / screen, Scanner, Computer speakers

Tools & Equipment needed

Computer / Laptop, Projection Equipment, Sound System, PowerPoint Presentation, Participant's Handbook.

Module No. 3: Sales and Marketing

Outcome: Apply essential sales and marketing strategies to effectively promote and sell pharmaceutical products.

Theory Content:

- Introduction of sales and marketing.
- Functioning of Clearing and Forwarding Agent (CFA), Stockiest, Wholesalers, and Retailers.
- Various techniques of market research and data collection.
- Concept of operating in the Chronic segment vs. the Acute segment.
- Outline marketing trends in the life sciences sector in the present scenario.
- Presentation techniques and effective detailing for product promotions among potential customers.
- Different methods of collecting market information.
- Questioning techniques for capturing competitor and market information.
- Importance of observation in the retail counter and stock point.
- Promotional strategies for drug products for retail pharmacies.
- Basic concepts of product pricing, discounts, bonus offers, and special schemes.
- Importance of timely providing market information to the marketing team.
- Determine customer potentiality and product selection for promotion using various methods.
- Utilize different questioning techniques for capturing information related to inventory.

- Clarify the concepts of primary sale, secondary sale, opening stock, and closing stock.
- Doctors medical information, journals, latest case study as per their needs in due time.
- Stock and stockiest handling
- Chemist relationship building, product availability check.

Practical Content:

- Conduct market research for a sample product to gather information on product performance.
- Present technical, scientific, and clinical data supplied by the company effectively.
- Role play for interaction with doctors, physicians, pharmacists, and cross-functional colleagues.
- Prepare power point presentation for delivering product and demonstrations effectively.
- Role play to demonstrate corporate manners and etiquette.
- Apply organizing and planning skills to schedule visits for RCPA to appropriate retail pharmacies.
- Identify key players in the distribution channel for the drug product within the allocated sales territory.
- Collect and maintain information on key persons at hospitals, pharmacies, and dealers.
- Record and analyze RCPA data by using custom mobile apps, cloud based forms or barcode scanning.
- Analyze data collected during RCPA.
- Coordinate and communicate effectively with distributors/CFA and other stakeholders in the distribution network.
- Resolve queries related to the expiry and breakage of drug products.
- Record relevant information related to stock availability and orders from pharmacies using IT applications.
- Engage potential customers for effective sales.
- Communicate effectively with healthcare practitioners and hospital/clinic staff.
- Role play to select a suitable promotion strategy based on the behavior of healthcare practitioners.
- Use visual aids to explain drug product specifications and benefits to patients, by drug mechanism of action and dosage information
- Demonstrate empathy and communicate with emotional intelligence during interactions with healthcare practitioners in mock situations.
- Apply various promotional strategies and negotiation techniques with healthcare practitioners.
- Utilize pharmacy management software to track inventory, manage sales transactions, process prescriptions
- Ensure compliance with the Drug Price Control Order (DPCO) by monitoring and regulating drug prices, adhering to pricing guidelines for essential medicines
- Prepare Profit and Loss Account and Balance sheet.

Classroom Aids:

Whiteboard, Marker Pen, Computer or Laptop attached to LCD projector / screen, Scanner, Computer speakers,

Tools & Equipment needed

Computer / Laptop, Projection Equipment, Sound System, PowerPoint Presentation, Participant's Handbook. Related Software of Pharmaceutical marketing (Whole sale and Retail Pharmacy).

Module No. 4: Daily reporting and claim submission

Outcome: Demonstrate the daily reporting methodology and monthly expense submission.

Theory Content:

- Methods of Recording and Reporting for Sales and Visit Reports
- Comparison of Daily Reporting Systems: Hardcopy Submission vs. Online Reporting System
- Pros and Cons of the Postal Reporting System
- Pros and Cons of the Online Reporting System
- Procedure for Using Online Reporting Systems
- Process and Guidelines for Expense Claims Submission and Approval
- Importance of Compliance with Company Protocols while Organizing Events
- Proficiency in Microsoft Suite 365 (Microsoft Teams, Word, Excel, PowerPoint, Outlook, OneNote, OneDrive)
- Effective Mail Communication
- Use of SAP CRM Business Tool and CRM Software (Customized CRM Software for Pharma Operations)
- Application of MGSP for Order Booking and Secondary Sales Analysis
- Utilizing Chat GPT as a Search Engine for Collecting Information
- Leveraging AI Tools for Generating New Business Ideas
- Importance of Daily Reporting
- Analysis of Daily Reports
- Concept on Pre call and Post call analysis to physicians.
- Objection handling related to patient and chemists.

Practical Content:

- Prepare a sample sales report for a given territory.
- Demonstrate how to record visit details through the organization's reporting system.
- Complete sample documentation for reimbursement claim submission in compliance with standard protocols.
- Show how to use online reporting systems.
- Create a study report based on daily reports.
- Demonstrate filling out an expense statement format using a case study.
- Compare actual claim submissions vs. allowances.
- Submit claims for CRM integration.
- Basic Knowledge on various allowances like HQ, Ex-station and Out-station allowances.
- Report joint field work activities.
- Share and communicate data using Word, Excel, PowerPoint, Outlook etc
- Perform Customer Daily Reporting on online platforms using SAP CRM Business tool and CRM software.
- Collect information using search engines like Chat GPT.
- Apply MGSP for order booking and secondary sales analysis.
- Generate business ideas using AI tools.
- Identify various software used for daily reporting systems.
- Prepare for pre-call by physician preferences and patient needs and conduct post-call evaluations to assess the effectiveness of communication and follow up actions
- Address and resolve objections raised by patients and chemists by using active listening, providing accurate information and offer suitable solutions

Classroom Aids:

Whiteboard, Marker Pen, Computer or Laptop attached to LCD projector / screen, Scanner, Computer speakers

Tools & Equipment needed

Computer / Laptop, Projection Equipment, Sound System, PowerPoint Presentation, Daily Report Format, Monthly Expense Statement format, Participant's Handbook.

Module No. 5: OJT

Outcome: Work in real job situation and meet customers as a part of field work

Practical Content:

- Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation. (The trainee is expected to undertake work in actual workplace under any supervisor for **90 Hours**.)

Module No. 6: Employability Skills (60 Hrs.)**Introduction to Employability Skills**

Duration: 2 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship

Duration: 2 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century

Duration: 3 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills

Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills

Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion

Duration: 2 Hour

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy

Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 6 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service

Duration: 4 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs

Duration: 9 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

LearningOutcome–AssessmentCriteria

Module No.	Outcome	AssessmentCriteria
1	Explain job responsibilities and opportunities of a Pharma Sales Executive	<p>After completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1.1 Describe the history and evolution of the pharmaceutical industry, highlighting key milestones. 1.2 Identify players in the Indian and global pharmaceutical markets and their market segments. 1.3 Explain the process of drug development and the importance of clinical trials. 1.4 Develop strategies for product promotion, branding, and market penetration. 1.5 Demonstrate effective verbal and written communication with healthcare professionals. 1.6 Present product information clearly and accurately to doctors and pharmacists. 1.7 Analyse case studies of successful pharmaceutical product launches and marketing campaigns. 1.8 Participate in real-life sales calls and simulate interactions with healthcare professionals. 1.9 Implement Customer Relationship Management (CRM) strategies to enhance business development. 1.10 Ensure compliance with industry regulations and guidelines in pharmaceutical sales activities.
2	Identify and explain human Anatomy and Physiology, Pharmacology and Microbiology along with adhere to pharmaceutical laws and ethics to ensure safe and legal drug dispensing	<p>After completion of this module students will be able to:</p> <ol style="list-style-type: none"> 2.1 Identify and explain the functions of key organs and body systems. 2.2 Define and differentiate between drug-related terms such as medicine, drug, and poison. 2.3 Identify drug administration routes and methods using diagrams and models. 2.4 Demonstrate proper use of diagnostic tools like blood pressure monitors and thermometers. 2.5 Analyze and interpret abnormal lab reports in clinical pathology and biochemistry. 2.6 Identify adverse drug reactions and contraindications, and propose appropriate interventions. 2.7 Categorize drugs based on patient safety profiles. 2.8 Classify therapeutic drug categories and explain the Mechanism of Action (MOA) for selected drugs. 2.9 Differentiate between desirable and undesirable effects of drugs, including side effects and adverse reactions. 2.10 Provide examples of emergency and OTC drugs, with explanations of their usage and safety. 2.11 Explain restricted drug use during pregnancy. 2.12 Maintain cold chain protocols for pharmaceuticals, and distinguish between storage conditions.

Module No.	Outcome	AssessmentCriteria
3	Apply essential sales and marketing strategies to effectively promote and sell pharmaceutical products.	<p>After completion of this module students will be able to:</p> <p>3.1 Explain the basic concepts of sales and marketing, emphasizing key principles and terms.</p> <p>3.2 Describe the roles and functioning of Clearing and Forwarding Agents (CFA), stockiest, wholesalers and retailers.</p> <p>3.3 Outline current marketing trends in the life sciences sector, using recent data.</p> <p>3.4 Demonstrate effective presentation techniques for product promotions among potential customers.</p> <p>3.5 Analyze data collected during retail chemist prescription audits (RCPA) and interpret the findings.</p> <p>3.6 Develop promotional strategies for drug products for retail pharmacies, highlighting innovative approaches.</p> <p>3.7 Utilize IT skills to record, analyze, and present market research and RCPA data effectively.</p>
4	Demonstrate the daily reporting methodology and monthly expense submission.	<p>After completion of this module students will be able to:</p> <p>4.1 Explain the methods of recording and reporting for sales and visit reports, demonstrating a clear understanding of both systems.</p> <p>4.2 Evaluate the pros and cons of postal reporting and online reporting systems, providing detailed analysis.</p> <p>4.3 Describe the procedure for using online reporting systems, including step-by-step guidelines.</p> <p>4.4 Outline the process and guidelines for expense claims submission and approval, ensuring compliance with company protocols.</p> <p>4.5 Demonstrate proficiency in Microsoft Suite 365 (Microsoft Teams, Word, Excel, PowerPoint, Outlook, OneNote, and OneDrive) through practical exercises.</p> <p>4.6 Demonstrate the use of SAP CRM Business tool and CRM Software, focusing on customization for pharma operations.</p>
5	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).
6	Employability Skill	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

SI No.	Items Name	Specification	Qty
1	White Board	4' / 6'	1
2	Laptop	14inch HD, Intel Core i5-1135G7, 8 GB DDR4 Ram, 512 GB SSD	1
3	Projector		1
4	Student Chair	With Flap	30
5	Board Marker	Blue , Black , Red , Green	As required
6	Medicine (sample)	Samples for Display	1 Set
7	Desktop computer	As per latest configuration	15
8	Printer cum scanner		1
9	Computer table		15
10	CRM software	Multiusers	16
11	Display rack	5 ft	1
12	Internet connection	For all computer	As required
13	Software related to Pharmaceutical marketing	Multiple users	16 user

Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr. marks	Total OJT marks
Explain job responsibilities and opportunities of a Pharma Sales Executive	LFS/2301/OC1	30	140	0
Explain pharmacology, drug management, and safety practices for effective application in clinical and pharmaceutical settings.	LFS/2301/OC2	50	180	0
Apply essential sales and marketing strategies to effectively promote and sell pharmaceutical products.	LFS/2301/OC3	50	200	0
Demonstrate the daily reporting methodology and monthly expense submission.	LFS/2301/OC4	20	130	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	LFS/2301/OC5	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0