



**INTERNATIONAL JOURNAL OF
PHARMACEUTICAL SCIENCES**
[ISSN: 0975-4725; CODEN(USA): IJPS00]
Journal Homepage: <https://www.ijpsjournal.com>



Review Article

A Review On Insights Of Professional Sales Representative And Marketing Strategies

Sayali V. Pawar^{*1}, Pratiksha N. Sapkal², Dhanaji A. Jadhav³, Rutuja A. Jadhav⁴,
Mayur R. More⁵, Rahul D. Mote⁶

Adarsh College of Pharmacy, Vita 415311, India

ARTICLE INFO

Received: 23 July 2024

Accepted: 27 July 2024

Published: 01 Aug 2024

Keywords:

PSR, Responsibilities, Skills,
Marketing strategies,
Challenges, Digital
marketing.

DOI:

10.5281/zenodo.13151356

ABSTRACT

Professionals in the pharmaceutical industry are tasked with various responsibilities crucial for organizational success, including time and project management, strategic business planning, market research, financial capacity enhancement, and product and brand management. Collaboration with relevant organizations, control over pricing strategies, and effective communication are also essential components of successful operations within the pharmaceutical section. Selection, recruitment, and training are critical processes in forming effective sales teams within organizations. Sales managers play a pivotal role in identifying and hiring individuals with the requisite skills and competencies. Modern selling demands a diverse skill set from salespeople, and training initiatives should prioritize enhancing customer relationship management and sales competencies. The role of a Professional Sales Representative (PSR) demands a versatile skill set, including persuasive speaking, empathy, adaptability, positive language use, and clear communication skills.

INTRODUCTION

Pharmaceutical sales representatives are salespeople that work for pharmaceutical, biotech, or healthcare firms and sell their goods to a wide range of external stakeholders. These Sales Representatives are also charged with educating and influencing healthcare experts and key opinion leaders about the company's products [1] The development of market relations and competitiveness in the pharmaceutical market

necessitates the scientific and practical application of the key marketing provisions and their features in the domain of drug delivery to the public. Marketing as a concept for pharmacies and pharmaceutical firms aids to a successful response to environmental changes, consumer expectations and wants, and gives management decisions based on the organization's market research and analysis capabilities. [2] The pharmaceutical sales representative's mission is to promote provider use

*Corresponding Author: Sayali V. Pawar

Address: Adarsh College of Pharmacy, Vita 415311, India

Email ✉: sayalipawaracop@gmail.com

Relevant conflicts of interest/financial disclosures: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.



while also ensuring the safety and efficacy of medical products. They persuade clinicians to administer drugs to patients who would benefit from them by providing critical information and insights. A pharmaceutical sales representative's primary responsibilities include contacting existing customers to discuss their needs, emphasizing product features to demonstrate how they solve customers' problems, answering product-related questions, and keeping a list of customers to follow up with in order to maintain relationships. While a physician's responsibility is to prescribe medication to the proper patient, the professional sales representative (PSR) spends the majority of their time on the road visiting physicians at their offices. A balanced detail refers to a pharmaceutical representative stressing background information such as patient profile, safety, efficacy, and access to the medication they are attempting to promote.[3]

Background

Selling is the interaction between one person and another with the goal of persuading, influencing, or transmitting an idea in order to complete a purchase transaction. Companies teach their salespeople to improve their selling skills. Salespeople are the most important connections to clients. A smart business strategy can fail due to an ineffective sales staff. The primary function of sales teams is to market the company's product portfolio or services in order to achieve company objectives through customer relationship management. In terms of global evaluation, many corporations adopted a sales orientation as rivalry increased in the early nineteenth century, at which point sales agents were employed by the company for its advantage. Since then, significant advancements in sales management have been achieved as organizations have expanded. The sales force is made up of people from various backgrounds. Employees in an organization have a mission to meet sales goals. The sales function is

critical to a corporation since members of this team have more interactive and customer-facing jobs than other employees. In many businesses, the sales force is the most powerful team, and salespeople have a significant impact on customer relationships. [4]

Responsibilities

Responsibilities in pharmaceutical industry are summarized below

- Effective time and project management skills.
- Create strategic and business plans.
- Research the market.
- Build financial capacity.
- Monitor product and brand management.
- Develop a clear product vision and strategy.
- Collaborate with relevant companies on new product development.
- Effective price control.
- Manage fund distribution.
- Monitor business communication.[5]

Selection, Recruitment and Training

The sales representative selection, recruitment, and training processes are critical to establishing effective sales teams. All of these are living processes that should be running continually in businesses. Companies' success in a competitive climate is directly related to their sales activities. As a result, firms distinguish themselves by determining the quality and competency of salespeople. The job allocation of a sales force is determined during the selection and recruitment phases. Hiring is the most crucial activity that a sales manager performs, but they have limited training and expertise performing it. To develop a professional sales force, sales managers must be aware of the talents required for their company and system. Modern selling characteristics call for a variety of abilities for salespeople, including "Presentational skills, listening skills, follow-up skills, ability to adapt sales style from situation to



situation, tenacity (sticking to the task), organizational skills, verbal communication skills, proficiency in interacting with people at all levels, demonstrated ability to overcome objections, closing skills, personal planning and time management skills". These abilities are required for recruiting and retaining consumers, assessing and meeting potential customers, understanding customer demands, appropriately questioning, generating and presenting solutions, negotiating, dealing with client objections and inquiries, and closing the transaction. Skills may differ by industry.[5] Sales managers should prioritize training salespeople to build stronger customer relationships and improve their sales and management skills. These objectives can be met by on-the-job training, coaching and mentoring, classroom and online training, and so on. Training focuses on improving salespeople's professionalism and interpersonal communication skills, as well as alerting them on speech codes. Companies look for the appropriate salesman to train and motivate. The sales manager should efficiently handle all resources, particularly human resources. [4]

Policy

Skill Required to PSR

Institutional policies regarding sales representatives. Instead of leaving the decision to individual health professionals, several institutions have attempted to create policies that control the interactions between their employees, sales representatives, and employers. (An example of such a policy document is included in Box 3 at the conclusion of this chapter, under the student activity section. This box contains the major points from a policy on pharmaceutical sales representatives' on-site activity developed by the University of Pennsylvania Hospital in the United States. A typical format for such a policy would have the following components:

- Reference to self-regulatory or government-enforced pharmaceutical promotion regulations;
- A clear process that prevents or restricts access to health facilities or teaching institutions for sales representatives (for example, by requiring them to first make arrangements with a central office, such as the hospital pharmacy or a drug and therapeutics committee's secretariat);
- Restrictions on access to patient care. [6]

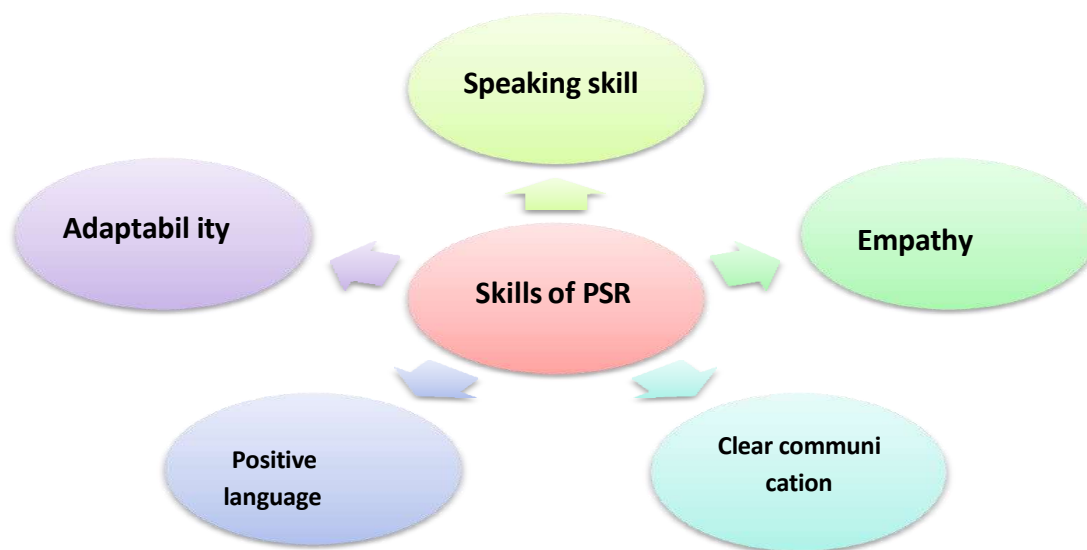


Fig. 1 Skills of PSR

- 1. Compelling Speaking Skills:** Consider the most compelling speaker in your workplace. Is he or she a sales person? Chances are, the answer is yes. Persuasion has long been considered as a vital sales talent, but it can also be extremely beneficial to your customer service. Every day, your agents turn issues into solutions and indifferent clients into brand enthusiasts. Do you think they don't have to be convincing to get the job done? Believe it or not, 74% of consumers claim they've spent more money with a company as a result of great service experiences, up to 14%. It is that effective. So make sure your agents can speak clearly, remain cheerful, and present strong reasons that lead to conversions.
- 2. Empathy** is an essential component of any successful customer service skill set. Empathy is the ability to understand another person's emotions and perspectives. How is empathy a valuable service skill? Consider that 70% of purchasing decisions are based on how the client perceives they are being handled. It's not about whether the problem was handled, if a reimbursement was issued, or how much time was spent - at least not totally, or even mostly. Businesspeople are so used to worrying about the bottom line, yet for most customers, the bottom line is emotional rather than financial. Simply put, emotions matter more than facts.
- 3. Adaptability:** Working with the public requires constant change. People are not the same. Did you know that 60% of clients vary how they contact you based on where they are and what they are doing? That means you'll receive queries via phone, email, social media, and sometimes even in

person - sometimes all from the same customer. Fortunately, a solid CRM can tackle this difficulty by connecting ticket sources and making customer information available regardless of which channel you use. Customer service representatives require the same mental flexibility to respond to a range of scenarios in whatever method their customers desire at the time.

- 4. Use Positive Language:** Customers often contact you with a complaint. However, regardless of a customer's rage, dissatisfaction, or defeatism, representatives must maintain a positive attitude. It's good to empathize with the customer — in fact, it's an important part of providing excellent service — but keep the tone as positive as possible. Using positive language can help steer the conversation toward a successful outcome. Concentrate on the solution. Thank you for your patience, understanding, and valued devotion.
- 5. Clear communication skills.** This may be basic, but you'd be amazed at how many customers struggle to connect with their customer support person. In fact, 33% of customer believe that efficiently answering queries is the most crucial quality a customer care representative can have. Mumbling, losing focus, or using confusing language can all lead to disgruntled customers. Your agents may be the most sympathetic, professional, and cheerful people in the business, but they must also be able to communicate effectively with clients. Hire good communicators and commit to training your whole customer service personnel. [2]

As a Medical Representative, How to build a good relationship with doctors





Fig. 2 How to build good relationship with doctor

Become knowledgeable: Ensure that you have a thorough understanding of your products and services, as well as the medical ailments they are intended to cure. This will allow you to answer any queries the doctor may have and provide vital information about the benefits of your products.

Show respect for their time: Doctors are busy professionals, so please respect their time. Make appointments in advance and be on time. Keep your meetings focused and on target, and be sure to follow up on any action items.

Be personable: Doctors are more likely to build a rapport with a medical representative who is kind and approachable. Begin each meeting by asking about their day and hearing any issues they may have. Always be professional, but try to

incorporate some personality and warmth into your conversations.

Provide value: Doctors want to know that the items and services you're marketing are beneficial to their patients. Prepare to present evidence-based information on your products' benefits and hazards, and be ready to answer any questions the doctor may have.

Follow up: After each meeting, contact the doctor to thank them for their time and to discuss any outstanding issues. Maintain regular communication, but avoid being pushy or aggressive in your sales approach.

Remember that developing a positive relationship with doctors requires time and work, but it can pay off in the long term with more sales and a better reputation in the medical community.[6]

There are three main ingredients to consider in customer interaction

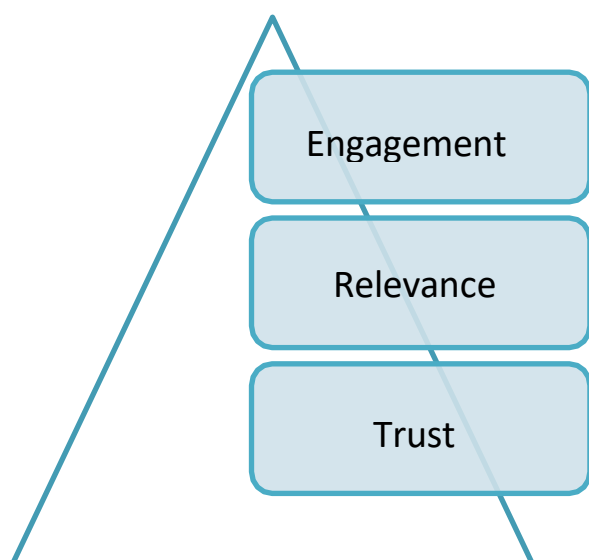


Fig. 3 Customer interaction main ingredient

- 1. Engagement** - Providing customers with hyper-personalized campaigns that tailor their interactions with your business or organization. According to recent Epsilon Group research, 80% of consumers are more inclined to make a purchase when the company provides a personalized experience. In this qualitative study, one respondent indicated that hyper-personalized marketing increased brand engagement by 3-4 times. The goal here is to collect and analyze customer data at every opportunity, as well as to invest time and effort in understanding the major patterns.
- 2. Relevance** - This is the component that B2B and B2C marketers can learn from Netflix and Amazon: it involves consistently delivering the correct message to the right person at the right time. Many people have discussed this in the past, but brands now have the resources and knowledge to execute it correctly, by leveraging richer behavioral and intent data to produce messaging that addresses everyone's specific wants and pain areas.

- 3. Trust** - If the first two ingredients are correctly combined, the third ingredient will inevitably follow: Aside from customer feedback, effective educational content is essential; businesses must invest in an education team that produces instructional and thought-leadership content, particularly in video format. This type of content must be supplied to customers. [7]

Medical Representative Competencies

Performance Competencies: The skills necessary by medical representatives to manage individual outputs and results in order to proactively and continually improve sales operations. **Technology Competencies:** The skills required for medical representatives to effectively select, implement, and manage information technology and other technologies linked to the sales process, product, or industry.

Learning Competencies: Competencies required for medical representatives to learn about relevant industry expertise, product understanding, and selling abilities while staying current on market trends and client relationships.

Relationship Competencies: Skills required for medical representatives to identify, create, and maintain essential business relationships both within and internationally.

Leadership Competencies: Competencies essential for medical representatives to fulfill their goals, manage themselves, have a positive attitude, and lead others.

Evaluation of Sales Performance and Control

A. Evaluation

The selling effort of the sales function must be assessed, reviewed, and managed while

salespeople are compensated by their employers and firms. The management team often assigns targets to the sales force, such as sales turnover, earnings, costs, market share, customer satisfaction level, and other financials. Individuals, teams, and businesses have different sales KPIs and measuring scales. Sales success metrics must be aligned with the organization's goal and objectives. Furthermore, objectives must motivate salespeople to perform in ways that allow them to achieve the intended results. To evaluate an individual's or team's sales performance, a variety of regularly used measuring scales are utilized. [3] These are sales value, sales volume, the addition of new customers to the system, average sales

calls per day, gross profit by product/customer per day/month/year, total sales orders, customer visit performance, sales order realization performance, total country/region or customer-based market share performance, write-off performance, customer trade terms, customer terminal dates, homogeneous customer growth performance, product or customer penetration performance. Qualitative performance indicators reflect the salesperson's primary work responsibilities. These criteria are features, behaviors, or outcomes that cannot be quantified. Reviewers' subjective evaluations form the basis of qualitative performance outcomes

Table No. 1- Qualitative and qualitative performance criteria of evaluation

Quantitative performance criteria	Qualitative performance criteria
<ul style="list-style-type: none"> • Sales volume • Market share growth percentage Achieved quote Typical call for sales Got a new client Gross profit broken down by order quantity, client, and product The selling-to-cost ratio	Selling skill <ul style="list-style-type: none"> ➤ Product knowledge ➤ Communication skill ➤ Listening skill ➤ Overcoming objection ➤ Closing of sales Territory management <ul style="list-style-type: none"> ➤ Planning ➤ Implementation ➤ Recording ➤ Customer Service ➤ Collection ➤ Follow Personal factors <ul style="list-style-type: none"> ➤ Attitude ➤ Appearance ➤ Empathy ➤ Motivation

B. Control

In terms of control, a sales team's objectives are often monitored and

managed using KPIs (Key Performance Indicators), which are key management tools, particularly for evaluating and



managing sales teams. KPIs define success and demonstrate if salespeople or teams met or exceeded goals. KPIs assist to enhance company results, make decisions easier, and assess performance. KPIs increase execution, attitude modification, and skill development while also setting expectations and improving communication. In addition to KPIs, sales managers are responsible for overseeing their teams in terms of client management, communication with teams, budget and expenditure management, completing work on time, attending assigned meetings, and using corporate equipment and resources properly, etc. Year-to-date, month-to-month, and year-end sales performance are commonly used in studies evaluating sales teams or individuals. In addition, performance is assessed quarterly and semi-annually. Sales managers utilize both qualitative and quantitative sales performance evaluation methods to evaluate variances between areas, clients, salespeople, and goods. Gap analysis allows for the implementation of steps to enhance performance. The sales manager's role and task is to run a fair performance review process and supervise the salespeople. [4]

Future

Empirical insights into the human side of digital change in sales while digital projects have the potential to increase revenues by 1.8 times, 70% of digital transformations fail to meet their objectives. Only 48% of organizations that use new digital technologies are able to improve their performance as a result. With 70% of digitalization attempts failing, employees are hesitant to utilize digital technology because they are afraid

of losing their employment or that their activities would change substantially as a result of their use. The poll results provide a multifaceted, complex picture of salespeople's ambitions and worries around new sales tools. Sales representatives appear to have nuanced, conflicted perceptions of this new force in their workplace, describing modern sales technology as both a blessing and a curse. [8] The future of medical representatives in India is quite bright, as long as they continue to boost prescriptions and assist Pharma Corporates in gaining market share for their medicines. Pharmaceutical Brand Marketing is In-Direct Selling, in which Doctors serve as Influencers. Every strip or bottle is sold under his prescription. Doctors will only prescribe the brand if the Pharma Corporate's Medical Representative continues to visit the doctor. As a result, medical representatives' jobs will always be in high demand, and their future prospects in India will be great. [9]

How Pharmaceutical Representative Can Become Digital

In today's world, HCPs are extremely internet-savvy and are aware of all drug-related details before the medical representative offers the molecular brand. Although medical representatives continue to favor physical and paper inputs, HCPs recognize that digital is the way of the future. The time has come for medical representatives to become digital medical representatives. [10] Listening to and scanning doctors' social media profiles: Most doctors presently have a strong digital presence; at least 20% to 30% of them often post new advances on Facebook, Instagram, or Twitter. Medical representatives should monitor their target doctor accounts on social media and keep track of what



the physicians are posting online. Whether it's assisting an NGO, snapping photographs at a CME event with peers, or arguing a chemical in a Facebook group, the medical representative can utilize this as a conversation starter at their next encounter with the HCP - KOL. Webinars for doctors: Use webinars and continuing medical education programs to thank and engage the doctor learners on your list. Medical reps should visit with the learner doctor who attended the webinar to inquire about any further information they require. Share with them the webinar's major highlights and ask if they have any particular questions for the speaker or want to request a specific medical journal relating to the discussion topics. [8] Do not become a Whatsapp spammer: In the current circumstances, medical representatives often send daily morning reminders with the standard slogan "from the makers of so-and-so brand". However, a celebration day message fits well with this approach. But, ironically, we despise it when banks and insurance firms spam us on Whatsapp and email on a regular basis, so why are medical salespeople using spam tactics? So, reminders are effective, but spamming causes aggravation and may result in the brand being blacklisted.[3] Digital marketing with HCPs should focus on retention, as acquiring and on boarding new KOLs is expensive, but maintaining them is less expensive. Marketing should focus on how HCPs may interact with scientific material on a regular basis and how engagement methods can be tailored to retention. Furthermore, retention should result in increased advocacy; why would HCPs advocate for your brand with their peers, what would they advocate for, and how can we incentivise this initiative? All of these concerns should be addressed as part of the content marketing plan for the pharma brand molecule.[8] To be genuinely effective, digital must become a mindset across departments and hierarchies,

allowing pharmaceutical businesses to fully realize the promise for pharma-physician collaboration. By embracing digital technologies and procedures, pharmaceutical companies may give clinicians with useful, timely information and assistance, resulting in better patient outcomes. Overall, the key to success in the Pharma business is to focus on the customer's wants, and digital technologies play an important role in accomplishing this aim. [3]

Problems

Pharmaceutical sales before discussing the existing difficulties.

- Medical salespeople have a crucial role in generating orders. Salespeople's responsibilities may be substantially simplified if the automated component was effectively integrated with MR reporting systems. Using this industry-specific software, medical professionals may swiftly determine a location's particular requirements.
- The business model for modern MRs has evolved to include sales forecasting for increased geographic reach. Today's enterprises are transitioning away from a general sales force (product baskets distributed to experts) and toward a structure that focuses on a certain specialization. This modification in the concept reflects the workload that MRs confront as a result of their need to cover broad territory. Align field force activities and sales[11]
- Maximizing pharm sales objectives through effective use of MR software. Physician Access Restrictions Pharmaceutical company representatives are making doctors afraid to come. The challenge for these salesmen is convincing doctors to attend the conference. Creating Future Prospects from Leads. [12]



- Pharmaceutical sales representatives are salespeople that work for pharmaceutical, biotech, or healthcare firms and sell their goods to a wide range of external stakeholders. These Sales Representatives are also charged with educating and influencing healthcare experts and key opinion leaders about the company's products
- Pharmaceutical marketing assists physicians in matching pharmacological therapy to unique patient demands by providing an informed choice of carefully defined drugs. These expenses are offset by savings from proper medication use and lower drug costs as a result of price competition. [13]

Marketing and its evolution

Pharmaceutical marketing assists physicians in matching pharmacological therapy to unique patient demands by providing an informed choice of carefully defined drugs. These expenses are offset by savings from proper medication use and lower drug costs as a result of price competition. [13] Marketing is the most often utilized method for increasing market share. Our goal in writing this article is to highlight pharmaceutical marketing from an industry viewpoint, as well as concerns connected to promotional techniques and their influence on physician prescription behavior, based on published and presented literature and study findings. Before we begin discussing pharmaceutical marketing and associated challenges, it is critical to grasp what the idea of "marketing" is. How it evolved throughout the development process. The question "what is marketing" could be answered as, "it is a process by which one identifies the needs and wants of the people, creates a product/service to meet the needs and wants, develops a way of taking the product/service to the market place, determines the way of communicating the product to the market

place, determines the value of the product, targets the people (segmentation), who have needs/wants, and then creates a transaction for exchanging the product." [14]. The evolution of marketing did not happen suddenly; international events and scenarios forced company owners to adopt this method of retaining and expanding their business. The evolution process may be divided into three phases: manufacturing, sales, and marketing. The production idea was dominant from the start of the industrial revolution until the early 1920s. Early industrialization was characterized by restricted productivity, lack of competition, and strong demand. Companies showed no interest in consumer preferences or needs [15]. They just had two questions: could we create the product? And can we generate a sufficient quantity? The production approach worked quite effectively since the items produced were mostly those of fundamental necessity, and there was a relatively high degree of unmet demand. Almost everything that could be produced was simply sold at the price set by the producer. The production concept survived until the late 1920s. [16]. However, by the early 1930s, mass manufacturing had become the norm, competition had grown, and demand was declining. The companies now began to apply the sales idea (or selling concept), which was designed to persuade clients to purchase their products through advertising and personal selling. The crucial questions were: can we sell the product? Can we charge enough for it? The sales strategy gave little consideration to whether the product was genuinely needed; the objective was merely to outsell the competitors without concern for consumer happiness. Marketing was a function that was performed after the product was conceived and manufactured. Many people started to equate marketing with hard selling. Even today, many people use the word "marketing" when they really mean sales [15], [16]. Pharmaceutical Marketing Initially, pharmaceutical businesses



used marketing tools in conjunction with some regulated techniques. The definition of pharmaceutical marketing states that "activities focused on making physicians as well as the general public aware of new and existing pharmaceutical brands, pharmaceutical marketing can include giveaway samples, detailed product literature, disease management programs, and support material for patients, internet initiatives, and events/meetings for physicians"[17]. Pharmaceutical marketing is also a management technique that identifies and meets patients' demands in a lucrative way. [18]. The pharmaceutical industry relies heavily on sales and promotion, both of which are marketing divisions. [19]. The World Health Organization (WHO) defines promotion as "all informational and persuasive activities by manufacturers and distributors, the effect of which is to induce prescription, supply, purchase, and/or use of medicinal drugs" [20]. The International Federation of Pharmaceutical Manufacturers Association (IFPMA) defines promotion as "any activity undertaken, organized, or sponsored by a member company (pharmaceutical company member of IFPMA) which is directed at healthcare professionals to promote the prescription, recommendation, supply, administration, or consumption of its pharmaceutical product(s) through all media, including the internet" [21]. Industry uses a variety of ways to promote their medications.

Techniques and Tools for Pharmaceutical Marketing and Promotion For ease of understanding; it can be divided in two sections

1. Techniques and Tools for Traditional Pharmaceutical Marketing and Promotion
2. Pharmaceutical marketing in the twenty-first century: cutting-edge approaches and instruments for the global community.
3. Conventional Pharmaceutical Marketing and Promotion: Techniques and Tools

1. Traditional tools of marketing

A. Advertisement

Drugs are mostly advertised through two methods: direct-to-consumer advertising (DTCA) and mass media advertising (legally permitted only in the US and New Zealand).

- Advertisement directed at prescribers.
- Advertisement in professional publications, books, journals, conferences, electronic media, and cyberspace.
- Continuing Medical Education (CME). These days, this tool of pharmaceutical promotion is very popular, in which pharmaceutical companies use educational events for marketing purposes by investing in physicians or opinion leaders paid as speakers, education events, lectures excursions, i.e. national excursions for participation in conference/seminars and symposia, foreign excursions for participation in conference/seminars and symposia.

B. Sponsorships

Companies also try to make direct payments to doctors through various indirect ways, such as clinical trials (entering patients in clinical trials against payment), national and international conference and symposia sponsorships, free medical camps, and opinion leaders (delivering lectures) for health care professionals. [22].

A. Personal Selling

Personal selling is the most effective means of medication marketing. It uses details in conjunction with several other tools. Sales representatives are the primary resource for implementing the majority of pharmaceutical marketing strategies, therefore the relationship between prescribers and medical representatives is strengthened by different gifts and materials [23]. This technique's promotional materials



include drug information pamphlets, literature, drug samples, giveaways, personalized gifts, prizes at conferences and seminars, and a variety of additional resources [22],[23].

2. Pharmaceutical Marketing new promotion techniques

In the twenty-first century: cutting-edge techniques and tools for the global village. Pharmaceutical marketing tactics have also evolved in response to technological advancements. Few of them are employed alone, while others are used in conjunction or to supplement established procedures.

A. Internet Based Drug Promotion:

Using Corporate Blogs, Social Network Websites, and Other Online Methods The pharmaceutical sector is focused on the benefits of the internet and the creation of new media formats to sell their medicines. The technologies employed include electronic graphics, interactive websites, email prompts, and viral marketing efforts leveraging social networking sites like YouTube, MySpace, and Facebook [24].

B. Electronic Detailing

With technological advancement, many current procedures and practices have been replaced or modified in conjunction with newly established approaches. Electronic detailing (e-detailing) is a type of medication advertising that was established a few years ago as a technologically advanced instrument. In the pharmaceutical sector, it has emerged as a new communication channel for medication marketing among physicians. For e-detailing, digital technologies such as the internet, video conferencing, and interactive voice response are used to engage with clinicians. [25]

C. Direct To Consumer

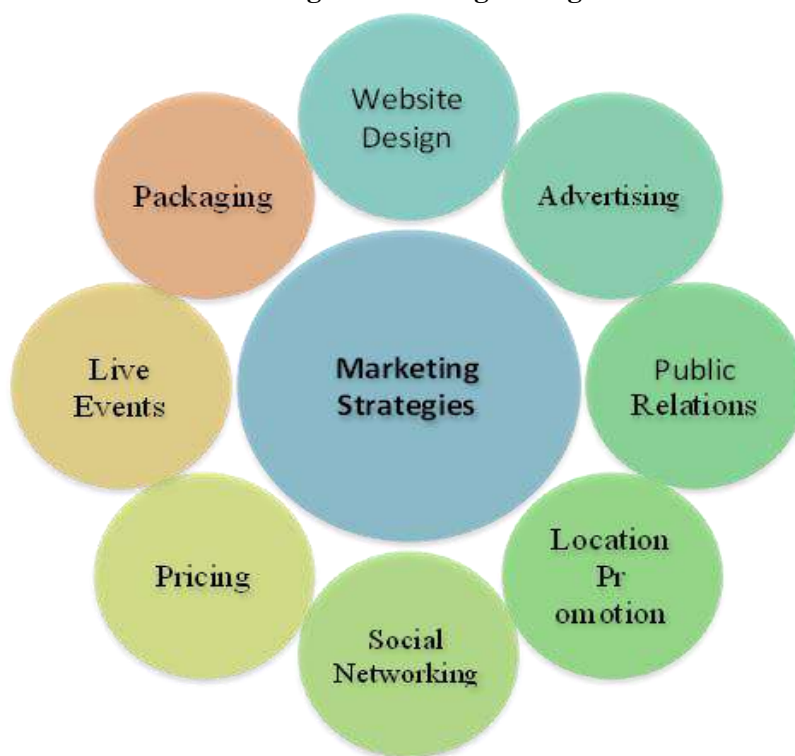
The pharmaceutical sector is among the most advertising-intensive industries. Promotional expenses frequently account for 20-30% of sales, sometimes much exceeding R&D costs [26]. Direct-to-consumer advertising of prescription medications (DTCA) is authorized in two developed countries: the United States and New Zealand. The pharmaceutical sales representative's mission is to promote provider usage while also ensuring the safety and efficacy of medical goods. They persuade clinicians to administer drugs to patients who might benefit from them by providing critical information and insights. A pharmaceutical sales representative's essential job description includes contacting existing customers to discuss their needs, emphasizing product features to highlight how they solve customers' problems, answering product-related questions, and keeping a list of customers to follow up with to maintain relationships ("Sales Representative Job Description Examples," 2021). While a physician's responsibility is to prescribe medication to the proper patient, the professional sales representative (PSR) spends the majority of their time on the road visiting physicians at their offices. A balanced detail is when a pharmaceutical representative highlights background information such as patient profile, safety, efficacy, and availability to the drug they are attempting to market. The connection between a physician and a pharmaceutical salesman has sparked several discussions. A pharmaceutical sales representative's primary responsibilities include contacting existing customers to discuss their needs, emphasizing product features to demonstrate how they solve customers' problems, answering product-related questions, and



keeping a list of customers to follow up with in order to maintain relationships. While a physician's responsibility is to prescribe medication to the proper patient, the professional sales representative (PSR) spends the majority of their time on the road visiting physicians at their offices. A

balancing detail is when a pharmaceutical salesperson highlights background information such as the patient profile, safety, efficacy, and availability of the drug they are promoting. The connection between a physician and a pharmaceutical salesman has sparked several discussions.

Fig. 5 marketing strategies



Stages of sales cycle

A marketing funnel is a graphic representation of the processes that a visitor takes from discovering your brand to converting. The most typical sort of marketing funnel has four steps:

Attention: A potential consumer sees your advertisement, reads your social media post, or learns about you from a friend.

Interest: They believe you can fix an issue and want to know more.

Desire: The prospect has completed their investigation and wishes to convert.

The prospect takes action – they buy your product, book a demo, or do anything else you want them to do. Marketing-funnel-example Losing clients may seem like a negative thing, but it isn't. The

reality is that not everyone in your funnel will convert. The top of the funnel is where everyone enters (via your website or a marketing effort). Only the most interested buyers will continue down your funnel. So, when you hear someone say "widen the funnel," you'll understand what they mean. They seek to broaden their reach by advertising to new demographics, raising brand awareness, or incorporating inbound marketing to drive more traffic to their website, so broadening their funnel. A funnel becomes larger as the number of individuals within increases.

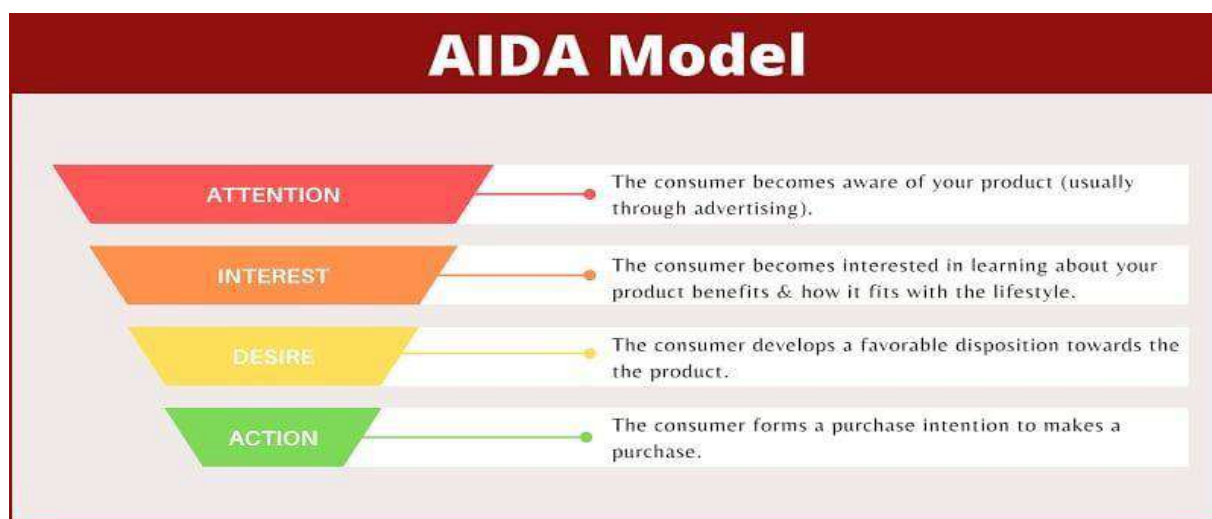


Fig. 5 Stages of sale cycle

Modern challenges faced by sales representative

Representatives in today's pharmaceutical sales industry encounter significant hurdles that their predecessors did not. Here are the four major points:

Limited access to doctors: Many doctors are reluctant to engage with pharmaceutical reps owing to job and time restrictions. Pharmaceutical representatives' trust waned, and doctors began to feel overburdened by patient care and administrative tasks.

Communication Revolution: Advances in technology have altered the way we communicate. Doctors may now communicate with pharmaceutical sales reps via various digital media, allowing them to acquire information and interact with the Company's divisions, resulting in greater outcomes despite their hectic schedules.

Increasing competition: Pharmaceutical firms contact doctors around 2,800 times every year. Because of the frequency of encounters, healthcare reps must work more to differentiate themselves, establish connections with healthcare providers, and continue to market their goods. There was no personal difference in sales. Pharmaceutical sales people are often taught to follow a predetermined script. At the same time, these papers become out of date, discouraging doctors from participating. In

today's market, a pushy, impersonal style impedes effective sales. Personality is the key to success in every business. [20]

Digital Marketing

In today's environment, "digital" is an essential component of our everyday life. Many firms are quickly transitioning to the digital age. Despite having a website, the pharmaceutical business has not completely embraced digital marketing. Nowadays, an increasing number of pharmaceutical businesses are utilizing social media and online marketplaces as digital marketing tools, allowing clients to acquire goods online. Digital marketing types include search engine optimization, social media marketing, pay-per-click advertising, and email newsletters.

- 1. Special Promotion for Doctors-** The Pharmaceutical Company's promotion will affect physicians' medicine selection. In 2002, the pharmaceutical business spent \$5.63 billion on promotional activities that included free office supplies, corporate events, sales personnel, and incentives.
- 2. Direct-to-Consumer Advertising -** While direct-to-consumer advertising may increase prescription sales, it may not be the greatest option for healthy patients, both financially and emotionally. For example, between 1990 and 1998, around

4 million people sought medical attention owing to allergy symptoms, but this figure climbed to 8 million by 1999. This rise can be attributed to the fact that oral contraception accounted for more than half of the \$1.85 billion in direct-to-consumer advertising in the same year.

3. **Search Engine Optimization (SEO)** is the process of increasing a website's exposure in search engines. The ultimate aim is to increase visitors to your website. Achieving visibility in today's competitive corporate environment frequently takes meticulous preparation and time-consuming techniques, with long-term consequences. Digitally focused advertising are gaining popularity in the pharmaceutical sector.
4. **Direct Selling** - Even today, many organizations deploy their sellers to certain locations to find new consumers. This is especially true in the business-to-business pharmaceutical industry, where face-to-face contact remains an essential component of conducting business. This non-marketing method focuses on discovering and employing sales experts with a successful track record in potential growth markets..
5. **Email Marketing and Listing Features** - Email marketing was designed to be an effective method for rental businesses. Some corporations may make money by renting out their email lists to other businesses. This enables these firms to engage with their consumers via email, boosting the possibility that customers would purchase or use a rental company's services
6. **Update your webpage** - Your website functions as your company's online CV. As a result, it is critical to renew it on a regular

basis to keep it current, appealing, and up to date, allowing customers to access information and navigate more easily. According to research, 92% of marketing organizations pass Google's mobile test. However, none of the top 25 meets Google's Core Web Vitals criterion, and 92% flunk Google's mobile evaluation.

7. **Connect with healthcare professionals** through the online community - While Linked-In is the most professional social networking site, joining an HCP-specific channel, such as Sermo, is an excellent way to contact particular, identifiable healthcare professionals (HCPs). By working with Sermo, you may interact with over 1.3 million healthcare practitioners in 150 countries, allowing you to create connections with your target audience.
8. **Implement Customer Relationship Management (CRM)** - Technology CRM technology should be incorporated into your pharmaceutical marketing plan to ensure success. It enables you to acquire and use data about potential consumers, develop your relationship, and lastly. CRM solutions gather and communicate critical information, such as communication preferences, social history, and online engagements. You may use this information in a number of ways, including: Send out personalized email marketing messages depending on site interactions. Cross-sell new drugs and therapies based on existing offerings. Individual birthdays and keywords. Offer after-sales support. Send free samples.
9. **Provide Free Samples**- Speaking of free samples, this is one of the biggest business prospects in the pharmaceutical sector and may be quite profitable if your physician

(HCP) network permits it. Giving doctors free samples may raise the chance of prescribing the medicine. But it is critical to exercise caution and ensure that the distribution mechanism is maintained correctly.

Take a distinct strategy for each audience-Strategies for engaging healthcare professionals (HCPs) frequently differ from those used for patients, and vice versa. The two firms have different platforms, research techniques, and unique interests. To communicate effectively with these groups, you must also modify your tone of voice properly. Patients, for example, may be able to respond to thoughts and feelings more effectively, but HCPs frequently prefer conversational, informed communication.

Sales in the pharmaceutical sector differ from sales in other industries, owing to the distinct nature of the items involved. However, he emphasizes a significant distinction: sales in the pharmaceutical sector are iterative rather than linear. [22]

Summary

The review article highlights the indispensable role of sales in business operations, particularly within the pharmaceutical industry, emphasizing the importance of effective strategies, competent management, compliance with ethical practices, and the evolution of marketing. It underscores the multifaceted responsibilities of sales managers and Professional Sales Representatives (PSRs), emphasizing the need for continuous adaptation to market dynamics and regulatory frameworks while maintaining a focus on customer relationships and ethical promotion practices. Additionally, it traces the historical evolution of sales management and the increasing adoption of sales-oriented approaches to cope with competition, emphasizing the paramount importance of the sales function within organizations.

CONCLUSION

In conclusion, sales remain an essential aspect of business operations, requiring effective strategies and competent management to achieve organizational goals. Sales managers play a crucial role in shaping sales force organization, providing leadership, and ensuring alignment with company strategies. In the pharmaceutical industry, professionals face diverse responsibilities vital for organizational success, including strategic planning, market research, and effective communication. The adoption of policies governing interactions with pharmaceutical sales representatives reflects the industry's commitment to compliance and ethical practices. Moreover, the role of a Professional Sales Representative (PSR) demands a versatile skill set, emphasizing the importance of persuasive speaking, empathy, and clear communication. Overall, the evolution of marketing, especially within the pharmaceutical sector, underscores the need for continuous adaptation to changing market dynamics and regulatory frameworks while maintaining focus on customer relationships and ethical promotion practices.

REFERENCE

1. Mr. Ghadmode Shubham Bandu1, Dr. Gawade Shivaji P. Pharmaceutical Sales and Marketing International Journal of Research Publication and Reviews, Vol 4, no 4, pp 4137-4140
2. Monika G. Shinde, Sanjay K. Bais, Mr. Aniket Review on Pharmaceutical Sales and Marketing, International Journal of Advanced Research in Science, Communication and Technology. Volume 3, Issue 1
3. Norton M. Pharmaceutical Sales Representative 2.0: A Computer-mediated Communication Project (Doctoral dissertation, Southern Utah University). An Overview Of The Duties And Responsibilities Of Sales Managers Istanbul Ticaret

- Üniversitesi Sosyal Bilimler Dergisi Yıl:19 Sayı:37 Bahar 2020/1 s.327-339
4. PEHLİVANOĞLU MÇ. An overview of the duties and responsibilities of sales managers. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*. 2020 Jan 6;19(37):327- 39.
 5. Pore AV, Bais SK, Makandar SS. Review On Pharmaceutical Sales And Marketing. *International Journal of Pharmacy and Herbal Technology*2023.;1(2):239-48.
 6. Wheeler A. *Designing brand identity: an essential guide for the whole branding team*. John Wiley & Sons; 2017.
 7. Di Vittorio A. Esteem of Territory and Country in Puglia (Italy) in Perspective of Sustainable Tourism: The Strategic Experiential Approach. *An Apulian Case History*. *European Scientific Journal*. 2017;13(28):452-69.
 8. Devkar MR, Shete AR, Salve MT. A Review On Pharmaceutical Sales And Marketing.
 9. Sanders JL, Min D. *The Gospel according to John*. Harper's New Testament Commentaries. 2011.
 10. Halvadia S, Singh I. Competency analysis of medical representatives in India. *International Journal of Research in Engineering, IT and Social Sciences*. 2018;8(8):185- 95.
 11. Karri VR, Pardhasaradhi R, Bhaskar NU. A Study On Marketing Challenges Faced By Medical Representatives With Reference To Pharmaceutical Industry-A Review Article.
 12. Whittaker E. *The political in qualitative methods*.
 13. Mr. Ghadmode Shubham Bandu1,Dr. Gawade Shivaji P. *Pharmaceutical Sales and Marketing International Journal of Research Publication and Reviews*, Vol 4, no 4, pp 4137-4140 April 2023
 14. Kolassa EM, Perkins JG, Siecker BR. *Pharmaceutical marketing: principles, environment, and practice*. CRC Press; 2002 Mar 12.
 15. Evens J, Berman B. *Marketing*. 4 ed. New York: Macmillan 1990.
 16. Weitz BA, Wensley R, editors. *Handbook of marketing*. Sage; 2002 Oct 16.
 17. Masood I, Ibrahim M, Hassali M, Ahmed M. Evolution of marketing techniques, adoption in pharmaceutical industry and related issues: a review. *Journal of Clinical and Diagnostic Research*. 2009 Dec 1;3(6):1942-52.
 18. Olszewska A. *Strategic management in pharmaceutical marketing*. *Chemik*. 2006:591-4
 19. Doran E, Kerridge I, McNeill P, Henry D. Empirical uncertainty and moral contest: a qualitative analysis of the relationship between medical specialists and the pharmaceutical industry in Australia. *Social science & medicine*. 2006 Mar 1;62(6):1510-9.
 20. Naidoo S. *An evaluation of the roles and responsibilities of a product manager in the pharmaceutical industry (Doctoral dissertation)*.
 21. *IFPMA Code Of Pharmaceutical Marketing Practices*. 2006
 22. Masood I, Anwar M. *Common Promotional Materials and Medical Representatives: Are they really useful for doctors? Pharmacy in new era*. In 1st national conference on pharmaceutical sciences 2007 Mar (pp. 2-4).
 23. McNeill PM, Kerridge IH, Arciuli C, Henry DA, Macdonald GJ, Day RO, Hill SR. Gifts, drug samples, and other items given to medical specialists by pharmaceutical companies. *Journal of Bioethical Inquiry*. 2006 Dec;3:139-48.
 24. Sweet M. *Pharmaceutical marketing and the internet*. *Australian Prescriber*. 2009 Feb 1;32(1).

25. Alkhateeb FM, Doucette WR. Electronic detailing (e-detailing) of pharmaceuticals to physicians: a review. *International Journal of Pharmaceutical and Healthcare Marketing*. 2008 Sep 5;2(3):235-45.
26. Brekke KR, Kuhn M. Direct to consumer advertising in pharmaceutical markets. *Journal of health Economics*. 2006 Jan 1;25(1):102-30.

HOW TO CITE: Sayali V. Pawar, Pratiksha N. Sapkal, Dhanaji A. Jadhav, Rutuja A. Jadhav, Mayur R. More, Rahul D. Mote, A Review On Insights Of Professional Sales Representative And Marketing Strategies, *Int. J. of Pharm. Sci.*, 2024, Vol 2, Issue 8, 2371-2388. <https://doi.org/10.5281/zenodo.13151356>

