

ROLE OF MEDICAL REPRESENTATIVE



**MEDICAL
REPRESENTATIVE**

- **A medical representative is a representative of a company whose job is to promote and sell their company's products, whether that's pharmaceutical drugs or medical equipment.**
- **And the Role of the medical representative is to create demand for an existing pharma product or launch new product ensuring availability at retailers and stockiest.**
- **The role of a Medical Representative is very challenging and a difficult task. They are the key link between medical and pharmaceutical companies and healthcare professionals.**

Role of Medical Representative in a Pharmaceutical company



ROLE AND RESPONSIBILITY OF MEDICAL REPRESENTATIVE

- **A medical representative organize appointments and meetings with the community- and hospital-based healthcare staff**
- **He has the main hand in identifying and establishing a new business by Sales Achievement**
- **Demonstrating and Presenting the pharma products to healthcare staff including doctors, nurses, and pharmacists**
- **Launching new products in the market**
- **Pharma Product Promotion and Market Feedback about the product**

- **Company Representation is handled by medical representation**
- **A medical representative build and maintain positive working relationships with medical staff and support administrative staff**
- **He should manage budgets for catering, outside speakers, conferences, and hospitality of the company**
- **Keep detailed records of all contacts and a further reportings Reach, and if possible exceed annual sales targets given by the company**

A medical representative Follow up on leads generated by the company.

Job Profile of a Medical Representative

Medical
Representative

**JOB
PROFILE**



The job profile of a medical representative can be covered under three categories, namely

1. Prescription generation:

The most difficult activity of a medical representative is to generate sales revenue and the most effective way to do this is to generate prescriptions for the Company's products from the doctors he meets.

2. Customer coverage:

The medical representative has to meet the doctors regularly. A medical representative has to be aware of the different specialties of the doctors and promote the right products to the right doctors.

3. Market intelligence

The success or failure of a business is decided by how well prepared it is to satisfy its customers' needs in light of the competitors' efforts and prevailing market conditions.



QUALIFICATIONS AND TRAINING REQUIRED



- According to the U.S. Bureau of Labor Statistics (BLS), sales representatives, including medical sales representatives, are not required to have any particular type of formal education.
- The companies mainly ask the higher secondary education or bachelors from any reputed schools/institutions.
- You don't need a science degree, however, and a good number of medical sales representatives have a non-science degree.
- Some top universities also offer related programs like pharmacy, biosciences, healthcare, and business of four years duration.

Skills of a Medical Representative

Pharmaceutical Sales Rep



Some of the other skills that employers look for while hiring medical representatives are:

- **Strong communication skills**
- **Good interpersonal skills**
- **The candidate should be result driven and have good planning and organizational skills.**
- **Good understanding of the product**
- **Strong verbal skills**
- **Customer service abilities and time-management skills**
- **Excellent communication skill and presentation skills**
- **Negotiating skills**
- **Sales and Customer relationship skills**
- **Confidence and Persistence**

Conclusion:



- **We hope with the help of this article you have understood the role of a medical representative in the pharmaceutical industry.**
- **If you are looking for more information regarding the Role of Medical representative then contact us.**
- **We are always there for your help.**