

PROFESSIONAL SALES REPRESENTATIVE

6.1 INTRODUCTION

Pharmaceutical representatives, also known as drug reps or pharmaceutical salespeople, provide drug information and product samples to physicians. Also, pharmaceutical reps monitor prescribing patterns of physicians in a given geographic territory.

As a pharmaceutical representative, one would typically represent a particular drug or group of drugs and would meet with physicians who specialize in the applicable medical field. For example, a drug rep who manages a territory for a drug which treats heartburn would most likely call on gastroenterologists and internists.

Medical sales representatives, widely referred to as reps, are a key link between medical and pharmaceutical companies and healthcare professionals.

As a rep you'll sell your company's products, which include medicines, prescription drugs and medical equipment, to a variety of customers including general practitioners (GPs), hospital doctors, pharmacists and nurses. You'll work strategically to increase the awareness and use of your company's pharmaceutical and medical products.

It's likely that you'll be based in a specific geographical location and specialise in a particular product or medical area. You may have to make presentations and organise group events for healthcare professionals, as well as working with contacts on a one-to-one basis.

6.2 DUTIES OF PSR

Every task that a M.R. does revolves around this responsibility. There is a plethora of functions that signify job of a Medical Representative such as:

1. Calling on Doctors with pre-determined frequency to promote, discuss, remind, and sample pharmaceutical brands of the company in the assigned territory.
2. Meeting specified number of doctors (usually 10 per day) by working in a pre-planned territory that is decided with help of a Monthly Tour Plan.
3. Meeting retail chemists to make sure that the brands are easily available.
4. Meeting the company appointed authorized Wholesalers to ensure that sufficient stock is kept for distribution to retail chemists in his or her assigned territory.