

## 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.