

A day in the life of medical delegate/ Representative

TIME	PLACE	ACTIVITY
Previous Night	Residence/ Hotel	<ul style="list-style-type: none"> • Prepare the targets for the day/ town/ beat/area/hospitals/pharmacies to be visited.
		<ul style="list-style-type: none"> • Stationary requirements.
		<ul style="list-style-type: none"> • Checklist of Pending work.
		<ul style="list-style-type: none"> • Address beforehand problems/questions posed earlier in the town.
		<ul style="list-style-type: none"> • Special plans to be discussed.
		<ul style="list-style-type: none"> • Special material required for the town (posters , POP, leaflets,
		<ul style="list-style-type: none"> • Check the price list with distributor/stockiest. Keep the competition price also.
		<ul style="list-style-type: none"> • Check the stock position. Products availability and quantities.
9.00 am to 4.00 pm	Doctors/ pharmacies/ Hospitals etc.	<ul style="list-style-type: none"> • Target oriented calls.
		<ul style="list-style-type: none"> • Use visual aids, posters, Promotions,Examples, sales stories to make a successful call/ meetings/ seminars. CMEs.
		<ul style="list-style-type: none"> • Enter starting time on daily report.
		<ul style="list-style-type: none"> • Maintain stock pressure on available medicines.
		<ul style="list-style-type: none"> • Use educational material to explain about medicine.
		<ul style="list-style-type: none"> • Use posters, danglers other promotional material in hospitals/ pharmacies etc.
		<ul style="list-style-type: none"> • Handle complaints carefully. illustrate the examples to solve the complaint. Provide the data to support your argument.
		<ul style="list-style-type: none"> • Review progress after every call.

		<ul style="list-style-type: none"> • Check the promotions run by competition.
16.30 to 18.30	Office/ home/distributor point	<ul style="list-style-type: none"> • Total the daily report. Complete the report on CME/ doctor meet/ pharmacy meet etc.
		<ul style="list-style-type: none"> • Review the day performance. Target Vs Achievement.
		<ul style="list-style-type: none"> • Prepare competition report, new products, price, promotions etc.
		<ul style="list-style-type: none"> • Prepare stock and sales statement to know the stock position for tomorrows work.
		<ul style="list-style-type: none"> • Prepare pending claims from company , stock order etc.
		<ul style="list-style-type: none"> • List the points where follow up necessary.
		<ul style="list-style-type: none"> • List the points like to discuss with boss.
		<ul style="list-style-type: none"> • Analyze market situation.
		<ul style="list-style-type: none"> • Plan for the next day activities.

Doctors call, doctors meet, hospital call, pharmacy call imperatives for medical delegate.

Be Honest and stick to the facts.	<ul style="list-style-type: none"> • Doctors seek clear and honest information on a drug. What it can do, what it cannot do in a given condition. •
	<ul style="list-style-type: none"> • Exaggeration may lead to a trail or two by the doctor. But sooner or later the drug will be discarded if it does not meet expectations.
Be clear and precise	<ul style="list-style-type: none"> • Doctors are busy professionals.
	<ul style="list-style-type: none"> • Information must be clear, easy to understand and quick to grasp.
Use Visuals aid	<ul style="list-style-type: none"> • Pictures, illustrations, drawings add value to any form of communication and their use no less important in this field.
	<ul style="list-style-type: none"> • A good picture speaks and saves a thousand words.

	<ul style="list-style-type: none"> • As they must add to your communication, not detract from it.
Support your argument with evidence	<ul style="list-style-type: none"> • Case studies are far more convincing than hypothetical examples or a barrage of unsupported information.
	<ul style="list-style-type: none"> • Use clinical trials as a weapon to convince and to gain credibility.
Do not hide or suppress unpleasant information.	<ul style="list-style-type: none"> • Every drug has advantages and disadvantages. Give both sides of the story. Let the doctor decide after knowing all the facts.
Maintain constant communication.	<ul style="list-style-type: none"> • A sale is seldom concluded in a single encounter. Be in constant communication with the doctor by passing out information. Clarifying doubts or encouraging trails.
Build a relationship with the doctor	<ul style="list-style-type: none"> • Earn his respect for your integrity and honest communication.
	<ul style="list-style-type: none"> • Although the sale may take longer to conclude, when you gain the doctors' support, both the sale and your relationship will be strong and durable.
Collected by Abdul Gafoor	