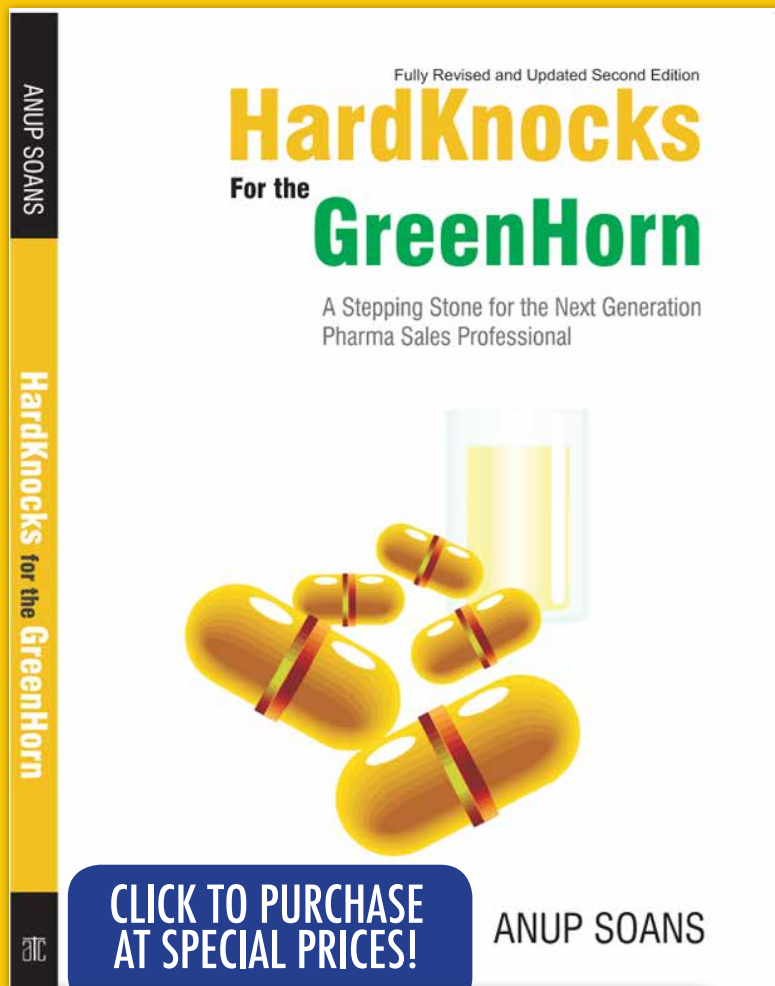


OVERVIEW



INR 599/-



OVERVIEW

HardKnocks for the GreenHorn is a self-starter learning and development resource to develop effective Medical Reps.

The book has 2 parts. **Part One** focuses on Business and Personal Skills needed to be an effective Medical Rep. **Part Two** covers Anatomy, Physiology and Pharmacology in simple and easy-to-grasp format.



PART 1

1. Introduction to the Indian Healthcare Industry

This section gives Medical Reps an overview of the Pharmaceutical Industry in India, the scope for career growth and what is needed for career progression.

Chapters in this section:

- 1.1 The Indian Health Care Delivery System**
- 1.2 Indian Pharmaceutical Industry**
- 1.3 Careers in Pharma Sales and Marketing**
- 1.4 Complementary Systems of Medicine**

2. The Role and Function of a Medical Rep

Medical Reps are often unaware scope of the job and the responsibilities it entails, leading to much frustration for themselves and their managers. This section clearly outlines what is expected from the Rep and how they can be successful at their role.

Chapters in this section:

- 2.1 Field Sales Management and Selling Skills**
- 2.2 Distributor as a Force Multiplier**
- 2.3 Reporting and Pharma Hierarchy**
- 2.4 Teamwork and Relationship Management**
- 2.5 Time Management**
- 2.6 Significant Therapy Areas in India**
- 2.7 Products with Significant Market Share In India**
- 2.8 Medical Specialties and Health Care Delivery**



The book features high quality images to illustrate topics and keep the readers engaged

OVERVIEW

3. Knowledge Management for the PSR

The Medical Rep is knowledge worker in a science-based role. This section shows Medical Reps how to effectively use information and knowledge of the company's products and customers to sell successfully.

Chapters in this section:

- 3.1 Knowledge of Customers**
 - 3.2 Knowledge of the Territory**
 - 3.3 Knowledge of the Products**
 - 3.4 Knowledge of Competition**
 - 3.5 General Knowledge**
 - 3.6 Industry Knowledge**
-

4. Presentation Skills

Good Presentation Skills are key to a good first and lasting impression in the mind of the Doctor. This section shows Reps how to hone their Presentation Skills engage the Doctor and keep him interested in the subject matter.

Chapters in this section:

- 4.1 Attire and Appearance**
 - 4.2 Attitude and Approach**
 - 4.3 Abilities and Aptitude**
 - 4.4 Communication Skills**
 - 4.5 Language Skills**
 - 4.6 Body Language**
 - 4.7 Work Ethics**
 - 4.8 Personality**
-

5. Marketing for the Medical Rep

This subject gives Reps an overview of marketing skills enabling them to understand and effectively implement the company's marketing strategy

Chapters in this section:

- 5.1 What is Positioning?**
- 5.2 What is Differentiation?**
- 5.3 What is Branding?**
- 5.4 Pricing and how to overcome Price-related Objections**
- 5.5 New Product Launch**
- 5.6 Pareto Principle and the Importance of Focusing**
- 5.7 Public Relations for the PSR**

OVERVIEW

6. Life Skills for Happiness

A well-rounded personality is necessary for long-term growth and productivity. This section helps Reps to develop resilience in the face of obstacles and the ability to overcome them through a positive attitude.

Chapters in this section:

6.1 Honesty, Integrity and Character

6.2 SWOT Analysis and its Application

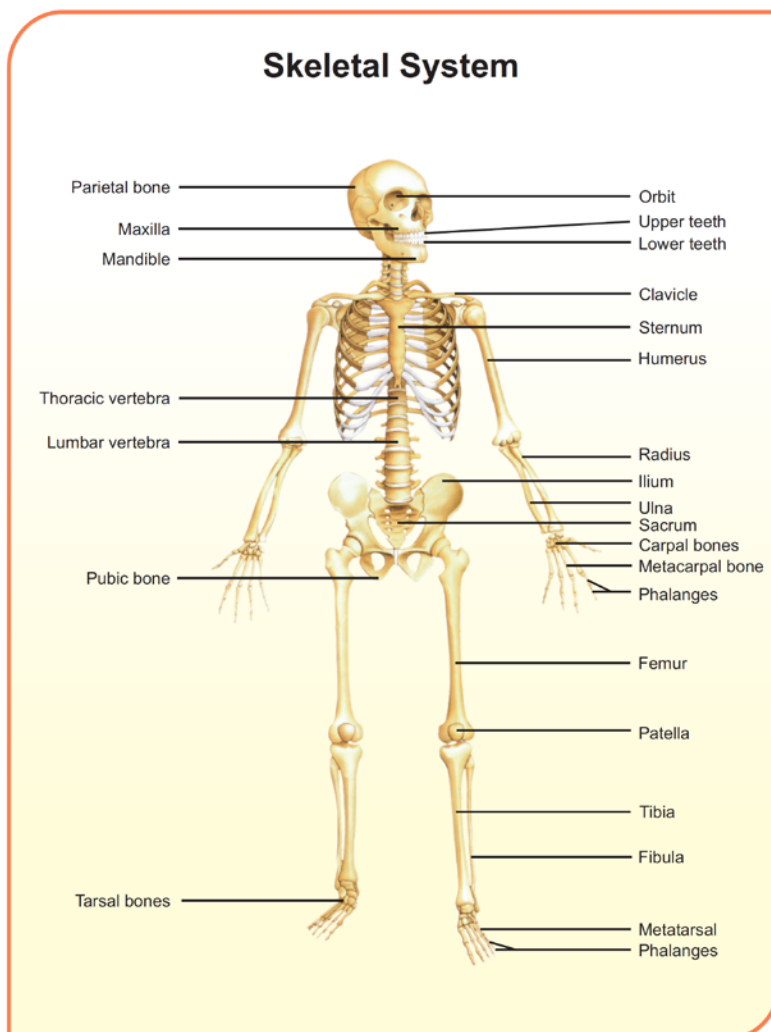
6.3 The Peter Principle and How to Beat It

6.4 Daily Bread for A Healthy Soul

6.5 Books that will Change your Life

PART 2

Anatomy, Physiology and Pharmacology for the Medical Rep



The book features 19 high-quality illustrations of various biological systems of the human body.

About the Author



Anup Soans is the Editor of MedicinMan and the author of 3 books for pharma professionals. He is a learning and development facilitator for Medical Reps and Front-line Managers.

Anup is a well-known figure on social media where he connects with several thousand industry professionals to discuss industry issues and facilitate virtual learning and development



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