

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR LIFE SCIENCES INDUSTRY



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What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Medical Sales Representative

SECTOR: LIFE SCIENCES

SUB-SECTOR: PHARMACEUTICAL AND BIOPHARMACEUTICAL

OCCUPATION: SALES & MARKETING

REFERENCE ID: LFS/Q0401

ALIGNED TO: NCO-2004/ 2433.0201

Medical Sales Representative is also known as Medical Representative and Territory Sales Executive.

Brief Job Description: The Medical Sales Representative is a key link between pharmaceutical companies and healthcare professionals. He/she is responsible for contacting potential customers such as primary care centres, hospitals and pharmacies, identifying their needs, convincing them that the products (medicines or medical devices) of his/her company can best satisfy their needs; closing the sale according to the terms and conditions; and providing an after-sales service.

Personal Attributes: The individual should have good knowledge of the Pharmaceuticals sector (industry/subjects). He/ she should have excellent sales and negotiation skills and should demonstrate the ability to understand and present technical data about the medicine or medical device. He/she should demonstrate adaptability for coping with frequent changes in products and healthcare system and should be flexible to travel on a frequent basis. He should be well turned out and must have excellent communication skills.

Job Details

Qualifications Pack Code	LFS/Q0401		
Job Role	Medical Sales Representative		
Credits(NSQF)	TBD	Version number	1.1
Sector	Life Sciences	Drafted on	23/06/14
Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/06/16
Occupation	Sales & Marketing	Next review date	01/06/19
NSQC Clearance on	18/06/2015		

Job Role	Medical Sales Representative
Role Description	Responsible for promoting and selling company's products to customers and building company's image in the market
NSQF level	4
Minimum Educational Qualifications	Diploma in Pharmacy/ any relevant science discipline
Maximum Educational Qualifications	Graduate in any discipline, preferably in Life Sciences / B. Pharma / M. Pharma / MBA
Training (Suggested but not mandatory)	On the job training (including induction training on products, markets/territories etc.)
Minimum Job Entry Age	18 Years
Experience	No prior experience required; Maximum age for Job Entry is 25 Years
Applicable National Occupational Standards (OS)	<p>Compulsory:</p> <ol style="list-style-type: none"> LFS/N0401 Gather information about the product and competitors LFS/N0402 Promote and sell products to potential customers and provide after sales service LFS/N0403 Organize medical conferences and promotional events <p>Optional: N.A.</p>



*Qualifications Pack For
Medical Sales Representative*



Performance Criteria	As described in the relevant OS units

Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate NOS they are looking for.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of NOS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Organisational Context	Organisational Context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.

Acronyms

Sub-Sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Skill Qualifications Framework
NCO-2004	National Classification of Occupations-2004
OS	Occupational Standard(s)
QP	Qualifications Pack
IT	Information Technology
ROI	Return On Investment

LFS/N0401: Gather information about the product and competitors

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required for a Medical Sales Representative to gather information about the product and competitors

LFS/N0401: Gather information about the product and competitors

National Occupational Standard	Unit Code	LFS/N0401
	Unit Title (Task)	Gather information about the product and competitors
	Description	This OS is about a Medical Sales Representative gathering information about the product and competitors before promoting his/her company's products
	Scope	<p>Maintain Regulatory/ Scientific/ Technical Knowledge</p> <ul style="list-style-type: none"> Attend educational and organization workshops relating to drug/chemical knowledge Review publications Establishing networks in the industry <p>Participate in discussions and professional societies</p> <p>Monitor competitors</p> <ul style="list-style-type: none"> Gather recent market data on pricing, new products, supply schedules, marketing techniques, trade offers, delivery schedules etc. Analyse the data gathered Evaluate results and based on this, recommend changes/improvements in products and services to the company
Performance Criteria (PC) w.r.t. the Scope		
Element	Performance Criteria	
Maintain Regulatory/ Scientific/ Technical Knowledge	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. regularly attend company meetings and understand technical/ scientific data presentations and briefings about product and market</p> <p>PC2. maintain knowledge of key persons at hospitals, pharmacies and dealers.</p> <p>PC3. obtain the latest clinical data supplied by the company, and interpret, present and discuss this data in English and one local language with health professionals during presentations</p> <p>PC4. maintain professional and technical knowledge by attending educational workshops; reviewing publications and promotional inputs; establishing personal networks and contacts</p> <p>PC5. stay informed about health and other relevant standards</p>	
Monitor competitors	<p>PC6. monitor competitor's products and selling and promotional activities and gather current market information on pricing, new products, delivery schedules, promoting techniques, etc.</p> <p>PC7. monitor the activities of health services in a specific area</p> <p>PC8. analyse market data, evaluate results</p> <p>PC9. conduct retail chemist prescription audit (RCPA) through an engaging dialogue with the retailer in English and local language to analyse business dynamics of competitive brands to share feedback and recommend changes to the company on its products, services, and policies</p>	
Knowledge and Understanding (K)		
A. Organisational Context (Knowledge of the	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's range of products and key features</p>	

LFS/N0401: Gather information about the product and competitors

Company/ Organisation and its processes)	KA2. company policies and procedures on capturing market information KA3. institutional and professional code of ethics and standards of practice KA4. privacy policy of the company KA5. how to use the company's tools (online and offline), systems and procedures for sending confidential data to the intended receivers and making suggestions KA6. company's policy on travel and reimbursements KA7. company's tie-ups with technical bodies like CGHS, NPPA, ESI etc KA8. safety and health policies and regulations for the workplace
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. different methods of collecting market information and how to conduct retail chemist prescription audit (RCPA) KB2. data analytics tools and methods to analyze and interpret the data/information captured during retail chemist prescription audit (RCPA) KB3. the in depth knowledge of the therapeutic area/ specialization (such as diabetes, asthma etc.) allocated to him/her and knowledge of Human Anatomy, Pharmacology, Drug Administration, Therapeutic Drug Classes and categories, Drug Formularies, Pharmacovigilance, Disease Management etc. KB4. different questioning techniques for capturing competitor and market information KB5. the method to enter the data points related to sales and routine tour plan in IT application KB6. ways to submit updated market data from time to time in IT applications and to apply balanced judgments to different approaches for promotion and sales
Skills (S)	
A. Core Skills/ Generic Skills	Writing skills
	The user/ individual on the job needs to know and understand how to: SA1. make complete and accurate notes of the information and data gathered during RCPA SA2. use basic online data bases/ documentation applications and companies IT application to report the data analytics SA3. ensure clarity and precision in email communication
	Reading skills
	The user/individual on the job needs to know and understand how to: SA4. follow guidelines/procedures/rules and service level agreements SA5. Read and understand the documents during RCPA
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. interact with people to effectively gather information in both English and one local language SA7. listen effectively and orally communicate information accurately

LFS/N0401: Gather information about the product and competitors

	<p>SA8. ask for clarification and advice from others</p> <p>SA9. make effective retail chemist prescription audits through an engaging dialogue with the retailer in English and local language</p>
B. Professional Skills	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions on a suitable course of action or response while interacting with chemists and pharmacists and while deciding on sample pool of respondents for data gathering</p>
	<p>Plan and Organise</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan work assigned on a monthly and daily basis</p> <p>SB3. provide estimates of justified time required for each piece of work</p>
	<p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. ensure that customer needs are assessed during RCPA</p> <p>SB5. analyse the reason of customer choice for competitor's product over his/her company's product</p>
	<p>Problem solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. seek clarification on problems from other stakeholders for issues related to product and sales</p> <p>SB7. use effective problem solving techniques for feasible solutions to smaller and routine day to day issues and problems related to his/ her responsibility area</p>
	<p>Analytical thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. analyse data and information about competitors activities gathered during RCPA</p> <p>SB9. analyse the data using simple IT tools like Microsoft Excel, company's defined tools etc</p> <p>SB10. pass on relevant information to other stakeholders</p>
	<p>Critical thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB11. provide opinions on work in a detailed and constructive way</p> <p>SB12. apply balanced judgments to different approaches</p>

LFS/N0401: Gather information about the product and competitors

NOS Version Control

NOS Code	LFS/N0401		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	23/06/14
Industry Sub-sector	Pharmaceuticals, Biopharmaceuticals	Last reviewed on	01/06/16
Occupation	Sales & Marketing	Next review date	01/06/19

LFS/N0402: Promote and sell products to potential customers and provide after sales service

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Medical Sales Representative to promote and sell products to potential customers and provide after sales service.

LFS/N0402: Promote and sell products to potential customers and provide after sales service

National Occupational Standard	Unit Code	LFS/N0402
	Unit Title (Task)	Promote and sell products to potential customers and provide after sales service
	Description	This OS unit is about a Medical Sales Representative promoting and selling products to potential and existing customers and providing after sales service.
	Scope	<p>Promote and Sell products to potential and existing customers</p> <ul style="list-style-type: none"> • contact potential customers in the defined geographies • persuade potential customer that your products or services can best satisfy their needs • furnish latest scientific / medical information to doctors and answer their product related queries • maintain and strengthen relationships with existing customers • close the sale by agreeing to the terms and conditions specified by the company/store/hospital without compromising on the standards • maintain compliance to medical/ethical guidelines <p>Provide required after sales service to the customers</p> <ul style="list-style-type: none"> • follow up for the delivery of pending orders and ensure product availability after Sales Service
Performance Criteria (PC) w.r.t the Scope		
Element	Performance Criteria	
Sell products to potential and existing customers	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. travel to defined geographies to sell and promote medical products and services basis monthly tour plan approved by Manager</p> <p>PC2. arrange appointments with doctors, pharmacists and hospital teams (this may include pre-arranged appointments or regular 'cold' calling) and dealers to understand drug effects, ADRs, etc</p> <p>PC3. identify needs of potential customers by going through the prescriptions given by the doctors in the defined geography to their patients</p> <p>PC4. develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector in adherence of UCPMP and company's SoP</p> <p>PC5. deliver presentations to doctors, pharmacists and other potential customers, including through videos, other visual aids etc. as per company's standard guidelines through an engaging dialogue with the customer i.e. retailer or healthcare professional in English as well as in local language</p> <p>PC6. perform product demonstrations and installations (in case of medical devices) as per company's standard guidelines in English and local language</p> <p>PC7. engage the potential customers using various methods, tolls and approaches to convince him/her to prescribe your products in adherence of UCPMP and company's SoP</p> <p>PC8. follow up on sale order to the completion i.e. delivery of product and revenue collection by meeting and coordinating with CFA, stockists and retailers</p>	

LFS/N0402: Promote and sell products to potential customers and provide after sales service

	<p>PC9. ensure the target orientation to reach (and if possible exceed) sales and collection targets (annual and monthly) of the allotted area/ territory to ensure meeting of sales forecast</p> <p>PC10. ensure optimum stock availability at the dealers/stockists/wholesalers so that it can be supplied to the customers, doctors, pharmacies and hospitals to meet demand and perform stock closing with retailers and stockist at defined internals</p>
Provide required after sales service to the customers	PC11. follow company's legal guidelines and pharmacovigilance process while selling products and providing after-sales service, including channelling queries through the company defined process
Knowledge and Understanding (K)	
A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company policies and procedures on selling, including pricing model and NPPA rules</p> <p>KA2. institutional and professional code of ethics and standards of practice like MCI and UCPMP guidelines</p> <p>KA3. company's policy on travel and reimbursements</p> <p>KA4. techniques of communicating clear and accurate information during demonstrations</p> <p>KA5. company's policy on providing after sales service</p> <p>KA6. Company's process of Pharmacovigilance</p>
B Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. scientific profiling (process of curing) of the product that you are responsible for selling and knowledge of Human Anatomy, Pharmacology, Drug Administration, Therapeutic Drug Classes and categories, Drug Formularies, etc</p> <p>KB2. composition and benefits of the products you are responsible for selling</p> <p>KB3. potential side-effects of the products</p> <p>KB4. adequate knowledge of patient profiles for the medicines</p> <p>KB5. correct method of using the product and the conditions for which it is the most suitable i.e. knowledge of drug administration</p> <p>KB6. time in which the product responds effectively</p> <p>KB7. correct method of consumption/usage of the product</p> <p>KB8. benefits of the product with respect to similar products from other companies</p> <p>KB9. medical and ethical compliance needs and practice codes related to the product marketing and selling like MCI Code of Conduct, UCP-MP Guidelines, MRTP Act</p> <p>KB10. other regulatory and statutory rules applicable, e.g. SPE Act, Drugs and Cosmetics Act, The Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954, The Narcotic Drugs and Psychotropic Substances Act, 1985, WHO Guidelines on Medicines (Supply, Quality)</p> <p>KB11. Knowledge of concepts, approaches and process of Disease Management</p> <p>KB12. In depth selling, objection handling and negotiation techniques relevant to life sciences product sales</p>

LFS/N0402: Promote and sell products to potential customers and provide after sales service

	<p>KB13. role of marketing across product like cycle and knowledge of current trends in pharmaceutical and biopharmaceutical marketing and sales</p> <p>KB14. Key features and influencing parameters in relationship between patient-physician, medical professional-MSR, pharmacist-MSR</p> <p>KB15. basic financial and mathematical concepts for revenue calculation and inventory management</p>
Skills (S)	
A. Core Skills/ Generic Skills	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. write in at least one local language, besides English</p> <p>SA2. complete documentation like sales reports, e-mails, any other official communication etc., accurately</p> <p>Reading skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately</p> <p>SA4. read the doctor's instructions/prescriptions and interpret them correctly</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. comfortably communicate in English and one other local language</p> <p>SA6. clearly pronounce the names of brands and its ingredients</p> <p>SA7. communicate effectively with potential customers</p> <p>SA8. answer questions, especially product-related queries, effectively</p> <p>SA9. listen product related feedback and concerns effectively and handle objections efficiently</p>
B. Professional Skills	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions to categorize customers under different categories</p> <p>Plan and Organise</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan visits/tours on a monthly and daily basis</p> <p>SB3. provide justified estimates of time required for each visit</p> <p>Customer centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. provide customer and personal services as and when required</p> <p>SB5. ensure that customer needs are assessed and satisfactory service is provided</p>

LFS/N0402: Promote and sell products to potential customers and provide after sales service

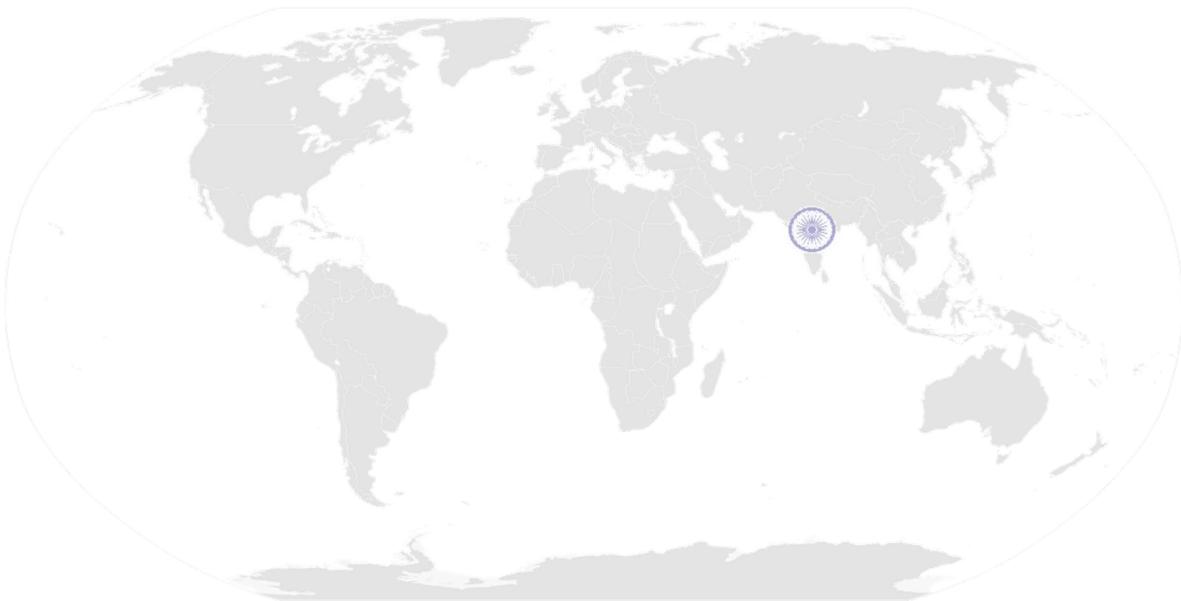
	SB6. ensure that feedback is taken from the customer and communicated timely and effectively to the company
	Problem solving
	The user/individual on the job needs to know and understand how to:
	SB7. identify immediate or temporary solutions to resolve delays
	SB8. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer
	SB9. cope with criticism from customers and constructively mould the same into a positive impression about the product and company
SB10. address customer's questions and concerns completely and effectively	
Critical thinking	
The user/individual on the job needs to know and understand how to:	
SB11. evaluate the information gathered from the customer and report appropriately to the company	
SB12. evaluate the cases/ feedback relevant to pharmacovigilance for quick actions	
Analytical Thinking	
NA.	



LFS/N0402: Promote and sell products to potential customers and provide after sales service

NOS Version Control

NOS Code	LFS/N0402		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	23/06/14
Industry Sub-sector	Pharmaceuticals, Biopharmaceuticals	Last reviewed on	01/06/16
Occupation	Sales & Marketing	Next review date	01/06/19



LFS/N0403: Organize medical conferences and promotional events

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Medical Sales Representative for organizing medical conferences and promotional events.

LFS/N0403: Organize medical conferences and promotional events

National Occupational Standard	Unit Code	LFS/N0403
	Unit Title (Task)	Organize medical conferences and promotional events
	Description	This OS unit is about the Medical Sales Representative organizing medical conferences and promotional events for the company
	Scope	Organising medical conferences and events: <ul style="list-style-type: none"> Coordinate with all the stakeholders to prepare and finalize a plan for the conference/ promotional event Manage budget for organizing the conference/ promotional event Execute the plan and organize conference/ promotional event
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Organising medical conferences and events	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event during execution PC2. establish contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event PC3. suggest names of relevant people to be invited to the conference/ promotional event PC4. manage and execute planned arrangements within the approved budget PC5. plan and complete all logistical arrangements to execution PC6. gain and spread knowledge from the event related to business/ brand/ company PC7. submit the reimbursement claims in time and as per the company process guidelines PC8. ensure the protection of corporate asset and zero violation of IPR policy during execution of the promotional event
	Knowledge and Understanding (K)	
	A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. standard operating procedures of the company for organizing events KA2. safety guidelines to be adhered to while organizing events KA3. documentation requirements for making bookings for the event KA4. institutional and professional code of ethics and standards of practice KA5. approval process and guidelines for getting expenses approved and reimbursed
	B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. importance of compliance with company protocols while organizing events KB2. Key features and influencing parameters in relationship between patient-physician, medical professional-MSR, pharmacist-MSR KB3. basic accounting and mathematical skills

LFS/N0403: Organize medical conferences and promotional events

Skills (S)	
A. Core Skills/ Generic Skills	Writing skills
	The user/ individual on the job needs to know and understand how to: SA1. write at least one local language in addition to English SA2. record relevant information pertaining to the conference in a format which is understandable and useable using pen and paper as well as online IT tools
	Reading skills
	The user/individual on the job needs to know and understand how to: SA3. read notes/comments from supervisors and stakeholders
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. communicate effectively with the Customer and audiences in English and one local language
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to: SB1. apply multiple parameters to decide which vendors to book for the conference SB2. apply different criteria to decide which doctors/speakers to invite to the conference
	Plan and Organise
	The user/individual on the job needs to know and understand how to: SB3. plan and organize resources to adhere to conference timeline and budget
	Customer centricity
	The user/individual on the job needs to know and understand how to: SB4. mould the agenda for the conference so as to keep it aligned with the interest of all the invitees SB5. identify conference topics based on feedback received from doctors, chemists and others SB6. connect and build relationships with participants and invitees as potential future customer
	Problem solving
	The user/individual on the job needs to know and understand how to: SB7. effectively solve problems while organizing SB8. think through problems, evaluate the possible solution(s) and suggest an optimum /best possible solution(s)

LFS/N0403: Organize medical conferences and promotional events

	SB9. identify immediate or temporary solutions to resolve delays
	Analytical thinking
	The user/individual on the job needs to know and understand how to:
	SB10. analyse options during vendor selection to optimize costs SB11. assess the ROI of the activity
	Critical Thinking
	NA.



NOS Version Control

NOS Code	LFS/N0403		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	23/06/14
Industry Sub-sector	Pharmaceuticals, Biopharmaceuticals	Last reviewed on	01/06/16
Occupation	Sales & Marketing	Next review date	01/06/19

Qualifications Pack For Medical Sales Representative

Annexure

Nomenclature for QP and NOS

Qualification Packs

9 characters

LFS/ Q 0101

LFS



QP Number (2 numbers)

Q denoting Qualification Pack

Occupation (2 numbers)

Occupational Standard

An example of NOS with 'N'

9 characters

LFS/ N 0101

LFS



OS Number (2 numbers)

N denoting National Occupational Standard

Occupation (2 numbers)

Qualifications Pack For Medical Sales Representative

The following acronyms/codes have been used in the nomenclature above:

Sub-Sector	Range of Occupation Numbers
Pharmaceutical and Biopharmaceutical and Contract Research	01-10
Pharmaceutical	11-20
Biopharmaceutical	21-30
Contract Research	31-40

Sequence	Description	Example
Three letters	Industry name	LFS
Slash	/	/
Next letter	Whether QP or NOS	Q/N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

Qualifications Pack For Medical Sales Representative
CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Medical Sales Representatives

Qualification Pack LFS/Q0401

Sector Skill Council Life Sciences Sector Skill Development Council

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below)
4. Individual assessment agencies will create *unique evaluations for skill practical for every student at each examination/training center* based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

		Marks Allocation			
		Total Marks (300)	Out Of	Theory	Skills Practical
LFS/N0401 (Gather information about the product and competitors)	PC1. regularly attend company meetings, technical data presentations and briefings	100	7	2	5
	PC2. knowledge of key persons at Hospitals, Pharmacies and dealers		10	10	0
	PC3. obtain the latest clinical data supplied by the company, and interpret, present and discuss this data with health professionals during presentations		15	5	10
	PC4. maintain professional and technical knowledge by attending educational workshops; reviewing publications and promotional inputs; establishing personal networks and contacts		12	2	10
	PC5. stay informed about health and other relevant standards		10	10	0
	PC6. monitor competitor's products and selling and promotional activities and gather current market information on pricing, new products, delivery schedules, promoting techniques, etc.		16	10	6

Qualifications Pack For Medical Sales Representative

	PC7. monitor the activities of health services in a specific area		15	10	5
	PC8. analyse market data, evaluate results		8	5	3
	PC9. conduct retail chemist prescription audit (RCPA) to analyse business dynamics of competitive brands to share feedback and recommend changes to the company on its products, services, and policies		7	5	2
	Total		100	59	41
LFS/N0402 (Promote and sell products to potential customers and provide after sales service)	PC.1 travel to defined geographies to sell medical products and services basis monthly tour plan approved by Manager	100	8	2	6
	PC2. arrange appointments with doctors, pharmacists and hospital teams (this may include pre-arranged appointments or regular 'cold' calling) and dealers to understand drug effects, ADRs, etc		10	2	8
	PC3. identify needs of potential customers by going through the prescriptions given by the doctors in the defined geography to their patients		8	4	4
	PC4. develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector		8	4	4
	PC5. deliver presentations to doctors, pharmacists and other potential customers, including through videos, other visual aids etc. as per company's standard guidelines		12	4	8
	PC6. perform product demonstrations and installations as per company's standard guidelines		12	4	8
	PC7. engage the potential customers using various methods, tolls and approaches to convince him/her to prescribe your products		12	4	8
	PC8. follow up on sale order to the completion i.e. delivery of product and revenue collection		6	2	4
	PC9. ensure the target orientation to reach (and if possible exceed) sales		8	2	6

Qualifications Pack For Medical Sales Representative

	and collection targets (annual and monthly) of the allotted area/ territory to ensure meeting of sales forecast				
	PC10. ensure Optimum Stock availability at the dealers/stockists/wholesalers so that it can be supplied to the customers, doctors, pharmacies and hospitals to meet demand		6	2	4
	PC11. follow company's legal guidelines while selling products and providing sales service, including channelling queries through the company defined process		10	6	4
	Total		100	36	64
LFS/N0403 (Organize medical conferences and promotional events)	PC1. cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event	100	10	4	6
	PC2. establish contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event		17	7	10
	PC3. suggest names of relevant people to be invited to the conference/ promotional event		9	6	3
	PC4. manage arrangements within the approved budget		16	6	10
	PC5. plan and complete all logistical arrangements to execution		14	4	10
	PC6. gain and spread knowledge from the event related to business/ brand/ company		13	5	8
	PC7. submit the reimbursement claims in time and as per the company process guidelines		10	4	6
	PC8. ensure the protection of corporate asset and zero violation of IPR policy during execution of the promotional event		11	5	6
	Total		100	41	59
					100