

# Professional Sales Representative

- A Professional Sales Representative (PSR) is a sales professional who represents a company or organization and is responsible for selling its **products or services** to customers.
- The primary role of a PSR is to build strong relationships with customers, understand their needs and requirements, and offer products or services that meet those needs.

# The responsibilities of a PSR

## 1. Building and maintaining relationships with customers:

- This involves regular visits to customers, understanding their needs, providing them with relevant information about products or services, and building trust and loyalty.

## 2. Identifying new sales opportunities:

- This involves identifying new customers or markets, analyzing sales data and trends, and developing sales strategies to maximize sales and revenue

### 3. Promoting and selling products or services:

- This involves presenting product features and benefits, demonstrating the value of the product or service, negotiating pricing and terms, and closing sales.

### 4. Providing product information and training:

- This involves providing product information to customers, conducting product training for customers and colleagues, and keeping up-to-date with product knowledge and industry trends.

#### 4. Resolving customer issues and complaints:

- This involves addressing customer concerns, providing solutions to customer problems, and ensuring customer satisfaction.

#### 5. Reporting sales data and performance:

- This involves tracking and reporting sales data and performance to management, analyzing sales trends, and making recommendations for improvement.

# Duties of PSR

## 1. Sales prospecting and lead generation:

- PSRs must identify and prospect potential customers to generate new sales leads.
- They may use a variety of methods such as cold calling, networking, and attending industry events to generate leads.

## 2. Sales presentations and demonstrations:

- PSRs must be able to effectively communicate the features and benefits of their products or services to potential customers.
- They must be skilled at presenting and demonstrating products, as well as answering any questions or concerns the customer may have.

### 3. Sales negotiations and closing:

- PSRs must be skilled at negotiating the terms of the sale, including pricing and delivery options.
- They must also be able to close the sale and secure a commitment from the customer.

### 4. Customer relationship management:

- PSRs must build and maintain strong relationships with their customers.
- This involves regular communication and follow-up, as well as providing exceptional customer service.

## 5. Product and market knowledge:

- PSRs must have a deep understanding of the products or services they are selling, as well as the market in which they are operating.
- This includes staying up-to-date with industry trends, competitors, and customer needs.

## 6. Sales reporting and forecasting:

- PSRs must report on their sales activities and provide regular forecasts to their management team.
- This involves tracking sales data, analyzing trends, and making recommendations for future sales strategies.

# Purpose of detailing

- Detailing is a promotional technique used by pharmaceutical and medical device companies to inform and educate healthcare professionals (HCPs) about their products.
- The purpose of detailing is to provide HCPs with detailed information about a specific product, including its benefits, potential side effects, and how it compares to other products on the market.

# The benefits of detailing

## 1. Improved product knowledge:

- Detailing provides HCPs with detailed information about a product, allowing them to make more informed decisions about which products to prescribe or recommend.

## 2. Increased brand awareness:

- Detailing helps to increase brand awareness and visibility among HCPs, potentially leading to increased sales and market share.

### 3. Enhanced patient care:

- Detailing helps to ensure that HCPs are prescribing or recommending the most appropriate products for their patients, leading to better patient outcomes.

### 4. Relationship building:

- Detailing provides an opportunity for sales representatives to build relationships with HCPs, potentially leading to future sales opportunities and referrals.

# Selection and training

- The selection and training of sales representatives are critical components of the pharmaceutical industry's detailing strategy.
- The success of detailing efforts is dependent on the ability of sales representatives to effectively communicate the benefits of a company's products to healthcare professionals (HCPs).

# Selection

## 1. Sales experience:

- Candidates with previous sales experience are often preferred, as they have demonstrated an ability to effectively communicate and sell products.

## 2. Interpersonal skills:

- Sales representatives must have strong interpersonal skills, as they will be interacting with HCPs on a regular basis.

### 3. Product knowledge:

- Sales representatives must have a deep understanding of the products they are selling, including their benefits, potential side effects, and how they compare to other products on the market.

### 4. Education:

- While a college degree is not always required, many pharmaceutical companies prefer candidates with a degree in a relevant field, such as life sciences or business.

# Training

## 1. Product knowledge:

- Sales representatives must be provided with comprehensive product training, including information on the product's benefits, potential side effects, and how it compares to other products on the market.

## 2. Sales training:

- Sales representatives must be trained in sales techniques, including how to effectively communicate with HCPs, how to handle objections, and how to close a sale.

### 3. Compliance training:

- Sales representatives must be trained on the regulatory requirements and compliance standards for the pharmaceutical industry, including the promotion of prescription drugs and the interactions with HCPs.

### 4. Ongoing training:

- Sales representatives must receive ongoing training to keep them up-to-date with new products, industry trends, and changes in regulatory requirements.

# Supervising

- Supervising is an important aspect of managing a team of professional sales representatives (PSRs) in the pharmaceutical industry.
- The success of the detailing efforts of a company largely depends on the performance of the sales representatives.

## 1. Setting targets and goals:

- The supervisor is responsible for setting sales targets and goals for their team of PSRs, based on the company's overall sales objectives.
- They must ensure that the targets are achievable and that the PSRs have the resources and support they need to achieve them.

## 2. Providing training and coaching:

- The supervisor must provide ongoing training and coaching to their team of PSRs to help them improve their sales skills, product knowledge, and communication skills.
- This includes identifying areas where individual PSRs may need additional support and providing feedback and guidance to help them improve.

### **3. Monitoring performance:**

- The supervisor must monitor the performance of their team of PSRs to ensure that they are meeting their sales targets and effectively communicating the benefits of the company's products to HCPs.
- They must also identify any issues or challenges that may be hindering their performance and work with the PSRs to address them.

### **4. Motivating the team:**

- The supervisor must motivate their team of PSRs by recognizing their achievements and providing positive feedback.
- They must also create a positive and supportive work environment that fosters teamwork and encourages PSRs to perform at their best.

## **5. Managing relationships:**

- The supervisor must manage relationships with key stakeholders, including HCPs and other healthcare organizations.
- They must ensure that their team of PSRs are building strong relationships with HCPs and that they are representing the company in a professional and ethical manner.

# Norms for Customer Calls

- In the pharmaceutical industry, professional sales representatives (PSRs) often make customer calls to healthcare professionals (HCPs) to promote their company's products.
- To ensure that these calls are conducted in a **professional and ethical manner**, companies often establish norms and guidelines for PSRs to follow.
- Here are some examples of norms for customer calls in the pharmaceutical industry:

## 1. Call frequency:

- Companies often establish guidelines for how often PSRs should make calls to HCPs.
- This may be based on the HCP's prescribing patterns and the product being promoted.
- The goal is to ensure that calls are not too frequent or too infrequent, and that PSRs are not over-promoting their products.

## 2. Call duration:

- Companies may establish guidelines for how long customer calls should last.
- The goal is to ensure that PSRs are not taking up too much of the HCP's time, and that the calls are focused on the key benefits of the product being promoted.

### 3. Disclosure of information:

- PSRs are required to disclose certain information to HCPs, such as the benefits and potential side effects of the product being promoted.
- Companies may establish guidelines for how this information should be disclosed and what other information should be provided to HCPs.

### 4. Professional conduct:

- PSRs are expected to conduct themselves in a professional manner during customer calls.
- This includes being **respectful, courteous**, and honest with HCPs, and avoiding any behavior that could be perceived as unethical or inappropriate.

## 5. Compliance with regulations:

- The pharmaceutical industry is heavily regulated, and companies must ensure that their customer calls comply with all relevant regulations and guidelines.
- This includes guidelines established by regulatory bodies such as the FDA, as well as company-specific guidelines.

# Motivating

- Motivating professional sales representatives (PSRs) is an essential part of managing a successful pharmaceutical sales team.
- Motivated PSRs are more likely to achieve their sales targets, build strong relationships with healthcare professionals (HCPs), and represent their company in a **positive** and professional manner.
- Here are some strategies for motivating PSRs:

## 1. Providing recognition and rewards:

- Recognizing and rewarding PSRs for their achievements can be a powerful motivator.
- This can include bonuses or incentives for achieving sales targets, as well as public recognition for outstanding performance.

## 2. Offering career development opportunities:

- Providing PSRs with opportunities for career development, such as training programs or mentorship opportunities, can help to keep them motivated and engaged in their work.
- This can also help to improve their skills and knowledge, which can lead to better performance and career advancement.

### 3. Encouraging teamwork:

- Encouraging PSRs to work together as a team can help to create a supportive and collaborative work environment.
- This can also help to foster a sense of camaraderie and collective responsibility, which can be a powerful motivator.

### 4. Providing a positive work environment:

- Creating a positive work environment that is conducive to productivity and engagement can help to keep PSRs motivated.
- This can include providing a comfortable and well-equipped workspace, as well as promoting work-life balance and flexibility.

## 5. Providing regular feedback and coaching:

- Providing PSRs with regular feedback and coaching can help them to improve their skills and performance, which can be a powerful motivator.
- This can also help to build trust and rapport between PSRs and their supervisors, which can lead to a more engaged and motivated team.

# Evaluating

- Evaluating the performance of professional sales representatives (PSRs) is an important part of managing a successful pharmaceutical sales team.
- Evaluating PSRs allows managers to identify areas of strength and weakness, provide feedback and coaching, and make decisions about promotions, bonuses, and other incentives.
- Here are some common methods for evaluating the performance of PSRs:

## **1. Sales metrics:**

- Sales metrics are the most common way of evaluating the performance of PSRs.
- This can include metrics such as total sales, sales growth, market share, and new product launches.
- These metrics can be used to assess the PSRs' ability to achieve sales targets and generate revenue for the company.

## **2. Call metrics:**

- Call metrics are used to evaluate the PSRs' effectiveness in making customer calls to healthcare professionals (HCPs).
- This can include metrics such as call frequency, call duration, and the number of calls that lead to a sale.
- These metrics can be used to assess the PSRs' ability to build relationships with HCPs and promote their company's products effectively.

### 3. Compliance metrics:

- Compliance metrics are used to evaluate the PSRs' adherence to regulatory guidelines and company policies.
- This can include metrics such as the number of adverse events reported, the number of violations of company policies, and the number of compliance-related issues that arise.
- These metrics can be used to ensure that PSRs are conducting themselves in a professional and ethical manner.

## 4. Customer feedback:

- Customer feedback is a valuable tool for evaluating the performance of PSRs.
- This can include feedback from HCPs on their interactions with PSRs, as well as feedback from internal stakeholders such as supervisors and colleagues.
- This feedback can be used to identify areas of strength and weakness, and to provide feedback and coaching to PSRs.

## 5. Competency assessments:

- Competency assessments are used to evaluate the PSRs' skills, knowledge, and abilities.
- This can include assessments of product knowledge, communication skills, and sales skills.
- These assessments can be used to identify areas where PSRs may need additional training or coaching.

# Compensation and future prospects of the PSR

- Compensation and future prospects are important factors to consider when evaluating the attractiveness of a career as a professional sales representative (PSR) in the pharmaceutical industry.

## 1. Compensation:

- The compensation package for PSRs typically includes a base salary and performance-based **bonuses or incentives**.
- According to the U.S. Bureau of Labor Statistics, the median annual salary for sales representatives in the pharmaceutical and medicine manufacturing industry was **\$79,710** in May 2020.
- However, compensation can vary depending on factors such as the company, location, and level of experience.

## 2. Future prospects:

- The future prospects for PSRs in the pharmaceutical industry are generally positive, with job growth projected to be steady over the next decade.
- According to the [U.S. Bureau of Labor Statistics](#), employment of sales representatives in the pharmaceutical and medicine manufacturing industry is projected to [grow 5 percent from 2020 to 2030](#), which is about as fast as the average for all occupations.
- Factors driving this growth include an aging population, advances in medical technology, and an increasing focus on preventative healthcare.