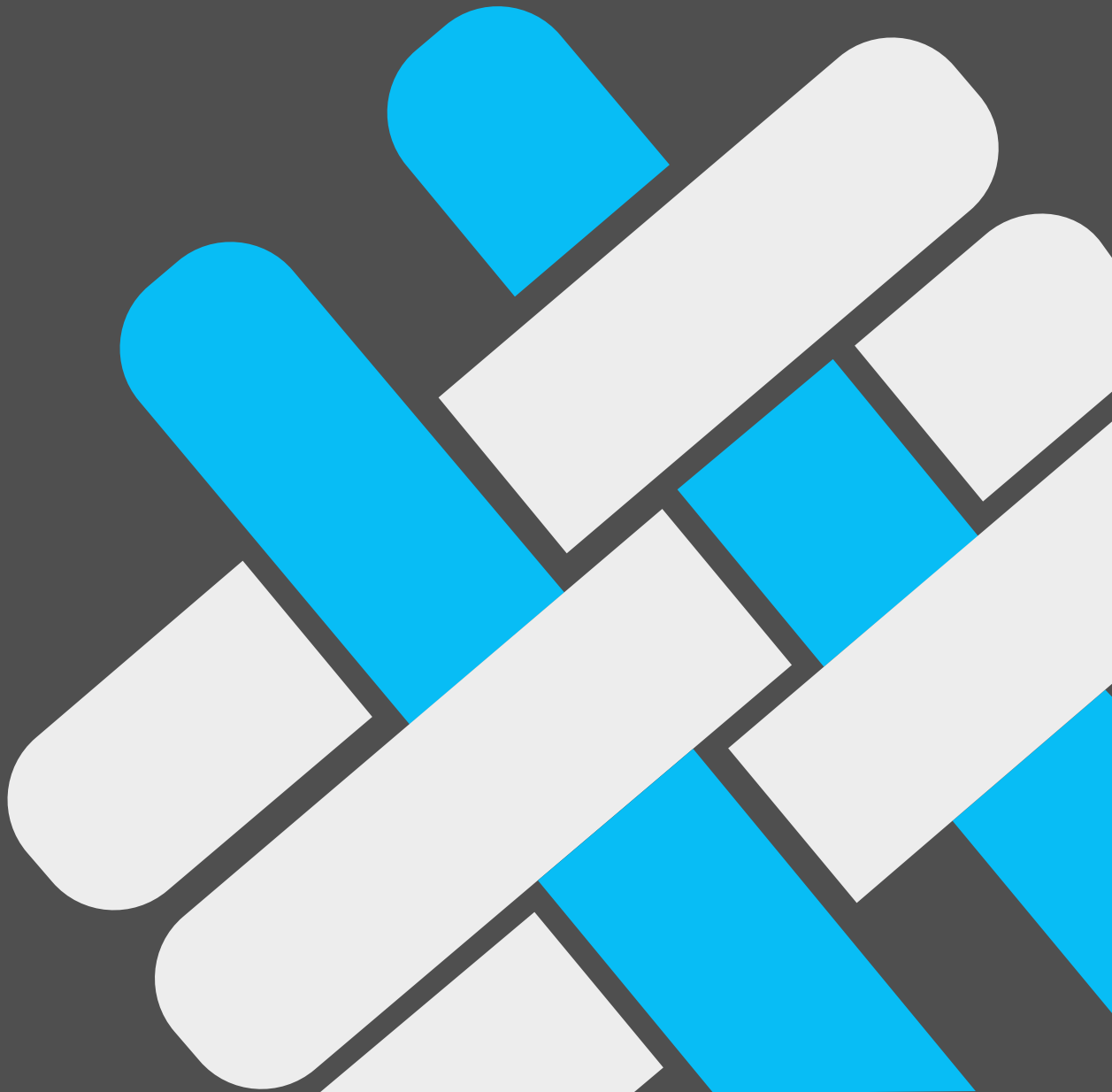# Flexibility
## In Your Control

With
## SalesBabu
### medSFA On Demand

# Optimise
## Sales Medical
### Representatives
## Effectiveness

Traditionally, salespeople in the pharmaceutical industry have been held accountable for short-term revenue generation to achieve higher sales volumes. However, due to the entry of more players to the market over the last decade, the matrix of success for pharmaceutical marketing has shifted perceptibly from customer revenue to customer profitability.

Pharmaceutical companies rely on sales/medical representatives to deliver marketing messages to doctors. Hence, priorities of doctors' visits for pharmaceutical representatives are set as: "doctors' call plan". These representatives often do not enlist into the call plan, those doctors who do not prescribe their products, and devote extra time and effort on doctors who are most responsive to their products. If armed with the right information, a representative can call on doctors according to their likelihood of responding to specific brands, and can carryout detailing and sampling of specific brands, resulting in higher customer profitability. While discussing on implementation of CRM strategy, one should seek to distinguish pharma marketing from the mass marketing practices adopted by the FMCG sector.

The main challenge before pharma marketers today is to identify: Whether the marketing of prescriptions is related to mass marketing practice adopted for FMCG marketing? There are variations in the operational style and function of marketing adopted by the two sectors i.e. pharma and FMCG. for example, FMCG marketers seek to obtain precise information about consumers' product usage and exposure to adverting message to improve the sales promotion strategy. Pharma marketers n the other hand, move a step further and strive for precise information on doctors' prescription habits and exposure to detailing and product sampling.

Across the pharmaceutical industry, sales forces are facing decreasing face time with physicians, a wide range of competing products and a steadily increasing supply of other representatives fighting for position with doctors. SalesBabu medSFA On Demand Solution meets these challenges with a robust, yet user-friendly CRM solution.

medSFA On Demand has been designed specifically for the challenges of the pharmaceutical sales industry, and is engineered for maximum effectiveness with minimal hassle. With its innovative features, It improves closed-loop marketing,

## BENEFITS TO YOUR BUSINESS:

Increase the efficiency of sales and marketing efforts

Enhance customers' experience and loyalty towards the pharmaceutical company

Maintain the list of doctors includes name, specialty, contact numbers, visits timing, products, affiliation to different hospitals, birthday, etc in the master database module.

Medical Representatives get their Primary Sales and Opening Stocks from the organization and they have to just fill in the closing stock on the given form.

Maximize customer profitability, improve marketing campaign effectiveness, and optimize multi-channel interactions with customers

Identifying the key metrics and analytics needed to track trends in prescribing behaviour

Designing, creating, implementing and executing marketing strategies that effectively measures ROI of core products

Assessing the validity of ROI analysis, as compared to the competitors

Determine the best allocation of promotional resources to identify the most appropriate segments to target for promotional investment optimization, accountability and effectiveness

## Sales Force Automation

Pharma companies are required to continuously optimise their sales force resources (MR – medical reps) effectiveness, because companies invest heavily in the development and field marketing of new therapies. They are also increasingly focusing on Return on Investment (ROI), as they tighten their focus on profitability, as well as revenue growth. Use of Pharma sales force automation software, streamline the sales activities for increased orders.

- Pending Follow-ups Reminders
- Timely delegation of activities
- Day-to-day reporting

## Doctor Management

For MR Executives, managing all appointments with doctors is now easy with MR Reporting software and simple for pharmaceutical marketing companies with SalesBabu Pharma CRM Software. Medical representative can maintain the list of doctors includes name, specialty, contact numbers, visits timing, products, affiliation to different hospitals, birthday, etc in the master database module.

- Manage multiple contact details
- Manage various products details
- Track appointment with reminders
- Record marketing conversation

## Primary and Secondary Sales

Medical Representatives placed any locality are required to submit their Monthly Sales and Stock Closing Reports to their Head offices on a daily basis. Previously the process was carried out manually, so that there was a chance to commit mistakes. With the use of pharma sales automation, the process of submitting Monthly Sales and Stock Closing Reports to the Headquarters has become online. With the presence of the Pharma CRM, the Medical Representatives get their Primary Sales and Opening Stocks from the organization and they have to just fill in the closing stock on the given form. MR Reporting software is popular for generating the Stock and Sale Report instantly and there is no any chance of mistakes.

- Save time in data organization.
- Avoid mistake because of streamline process.
- Capture distributer level Invoice details
- 360 view of the data and leads
- Increase process efficiency & revenue growth

# MR Reporting Software

Pharma companies are required to continuously optimise their sales force resources (MR – medical reps) effectiveness, focus on profitability, manage activities Schedule of all the MR's Monthly/Quarterly/Half-yearly. Managers can keep track of Medical representatives when they are on field. Managers can view the of product promotions done by the MR's and monitor MR performance too.

- Daily Call report management
- Doctor / Dealer / Stockists Details
- Centralized Repository
- On-time Reminders
- Sampling Management
- Real Time Reports

# Competitor Brand Analysis

In contrast to situations where a person consuming a good is also the person choosing and paying for the good, the pharmaceutical industry is characterized by a more complex structure of decision making and payment. Price competition among branded drugs usually occurs at the level of insurer and PBMs. Brand drug manufacturers compete on the prices paid by patients and their insurers by offering rebates to insurers in exchange for more favorable formulary placements. With the use of Pharma CRM & MR Reporting softwares

- Capture and upload real time image of band positioning.
- Real-time band availability tracking at distributors.
- Share real time information with reporting officers.

# MIS Reports

Pharma CRM & MR Reporting software offer MIS and Graphical dashboard, with quick view information facility. Daily Call Report help managers to view each activities of medical representatives. Dedicated reports includes details of doctor's meetings, products, gifts and samples issued, chemist visits, next follow-up reminders, additional reports, etc. With Pharma sales automation software MR can :

- Online submit Daily Call Report (DCR)
- Monthly tour plan (MTP)
- Get Manager's approval of MTP
- Chemist, Distributor management
- Track Sample/Gifts/Merchandise