

# Model Curriculum

## Medical Sales Representative

**SECTOR: LIFE SCIENCES**

**SUB-SECTOR: PHARMACEUTICAL, BIOPHARMACEUTICAL**

**OCCUPATION: SALES & MARKETING**

**REF ID: LFS/ Q 0401 Ver1.0**

**NSQF LEVEL: LEVEL 4**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

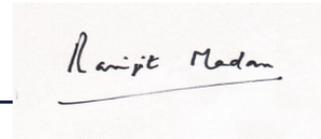
is hereby issued by the

**LIFE SCIENCES SECTOR SKILL DEVELOPMENT COUNCIL**

for the

### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: Medical Sales Representative QP No. LFS/Q 0401 NSQF Level 4



Date of Issuance: December 24<sup>th</sup>, 2015

Valid up to: June 01<sup>st</sup>, 2016

Authorized Signatory  
(Life Sciences Sector Skill Development Council)

\* Valid up to the next review date of the Qualification Pack

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# Medical Sales Representative

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Medical Sales Representative”, in the “Life Sciences” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Medical Sales Representative</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	Medical Sales Representative LFS/ Q 0401 Ver1.0		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	24 – 12 – 2015
<b>Pre-requisites to Training</b>	Minimum qualification – Diploma or Any Graduate		
<b>Training Outcomes</b>	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> <li>Gain knowledge about Industry Eco System, Regulations and Ethical Practices (MCI Code of Conduct/ UCP-MP Guidelines/ MRTP Act) to enable him/herself for establishing the Industry Standards in his/her performance</li> <li>Gain scientific knowledge about Human Anatomy &amp; Physiology and medical terms related to it, Pharmacology, Drug and its composition and key characteristics, Various Drug Formularies, Drug Transport Mechanism in human body, Therapeutic Drug and its Classes, Pharmaco vigilance and Disease Management to enable him/herself for participation in discussion and establish the Industry Contacts</li> <li>Learn how to monitor competitors by gathering market data on pricing/ new products/ marketing techniques and trade offers, analysing the same and in turn recommend the changes/ improvements in products/ services of the company</li> <li>Gain knowledge about Trends in pharmaceutical marketing, technological advancements and Use of Information Technology in Pharma Sale, Basics of Market Research and Sales Process and approaches in Life Sciences</li> <li>Promote and sell products to potential and existing customers by managing the customer relationship without compromising on the Standards and Ethics</li> <li>Provide required after sales services to the customer</li> <li>Organize medical conferences and events</li> <li>Practice the professional Skills at work; like Decision Making, Planning &amp; Organizing, Customer Centricity, Problem Solving, Objection Handling, Analytical Thinking, Critical Thinking</li> </ul>		

This course encompasses Three (3) out of Three (3) National Occupational Standards (NOS) of “Medical Sales Representative LFS/ Q 0401 Ver1.0” Qualification Pack issued by “Life Sciences Sector Skill Development Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Orientation Module</b></p> <p><b>Theory Duration</b> (hh:mm) 02:30</p> <p><b>Practical Duration</b> (hh:mm) 02:00</p> <p><b>Corresponding NOS Code</b>  LFS/N0401; LFS/N0402; LFS/N0403</p>	<ul style="list-style-type: none"> <li>Know the General Discipline of the class room to be followed during the program</li> <li>Maintain knowledge of key persons at hospitals, pharmacies and dealers, gain knowledge about the Overview of Healthcare Ecosystem including relevant Govt. Scheme, social security benefits, ESI, CGHS and Overview about Life Sciences Industry in Indian and Global Context which would enable him/her</li> <li>Stay informed about health and other relevant standards and the possible company’s tie up with various regulatory bodies and authorities, know basic knowledge about Regulatory Authorities and Government Policies, rules and Regulations (CDSCO/NPPA/ MRTP Act) and their impact on business dynamics, relevant to Life Sciences Industry</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
2.	<p><b>Understand Role of MSR and Code of Conduct guidelines for MSR</b></p> <p><b>Theory Duration</b> (hh:mm) 02:30</p> <p><b>Practical Duration</b> (hh:mm) 09:30</p> <p><b>Corresponding NOS Code</b> LFS/N0401; LFS/N0402; LFS/N0403</p>	<ul style="list-style-type: none"> <li>Perform the occupations effectively as per company’s standard guidelines; gain orientation with Existing Organisation in Life Sciences Industry (in context of Large/Medium/ Small Enterprises): Their Organization Structure, Benefits and typical sales function in a Life Sciences organization and understand the Role of a MSR and required skills and knowledge (As per Qualification Pack) and its Career Path as well as know the MCI Code of Conduct guidelines for MSR and UCP-MP Act</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
3	<p><b>Distribution System of Pharmaceutical Products</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 09:00</p> <p><b>Corresponding NOS Code</b>  LFS/N0401; LFS/N0402</p>	<ul style="list-style-type: none"> <li>Maintain knowledge of key persons at hospitals, pharmacies and dealers and to ensure smooth coordination with product distribution related stakeholders; gain the understanding of Distribution System of Pharmaceutical Products and role of various stakeholders involved like CFA, Distributor, Stockist, and Liasoning Agents.</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts

Sr. No.	Module	Key Learning Outcomes	Equipment Required
4.	<p><b>Market Research and Analysis and RCPA</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 06:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401; LFS/N0402</p>	<ul style="list-style-type: none"> <li>Monitor competitor's products and selling and promotional activities and gather current market information on pricing, new products, delivery schedules, promoting techniques, etc, know the techniques of Market Research</li> <li>Conduct the retail chemist prescription audit effectively and to identify needs of potential customers by going through the prescriptions given by the doctors in the defined geography to their patients, know how to conduct and analyse retail call audits and how to use IT to Capture Market information and also gain the orientation with Physician and Pharmacist needs and working environment</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, Sample Brochure of Pharma Products, role play skits/ write ups
5.	<p><b>Understanding of Human Body: Anatomy and Physiology</b></p> <p><b>Theory Duration</b> (hh:mm) 08:00</p> <p><b>Practical Duration</b> (hh:mm) 02:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401</p>	<ul style="list-style-type: none"> <li>Understand technical/ scientific data presentations and briefings about product and market, know the basics of general Anatomy and general Physiology, and learn various systems of the Human body in tandem with physiology of that organ and system as whole and Familiarise with medical specialities and their common diseases</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, Charts of Human Anatomy and Physiology
6.	<p><b>Basics of Pharmacology</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 00:30</p> <p><b>Corresponding NOS Code</b> LFS/N0401</p>	<ul style="list-style-type: none"> <li>Understand technical/ scientific data presentations and briefings and to understand and interpret clinical data supplied by company, learn fundamentals of pharmacology; understand related terms and their significance and understand basics of Drug metabolism</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
7.	<p><b>Overview of Drug Administration</b></p>	<ul style="list-style-type: none"> <li>Understand technical/ scientific data presentations and briefings and to understand and interpret clinical data supplied by company, know what is drug</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 01:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401</p>	<p>administration, How drug is transported within the Human Body, Mechanism of drug absorption mechanism in the Human body and know Methods of drug administration and various routes of drug administration</p>	<p>System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts</p>
8.	<p><b>Therapeutic Drug Classes and Categories</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 01:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401</p>	<ul style="list-style-type: none"> <li>Understand technical/ scientific data presentations and briefings, know about the Therapeutic Drug Classes &amp; Categories and their use in understanding the Product</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts</p>
9.	<p><b>Drug Formularies and their relevance for MSR</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 01:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401; LFS/N0402</p>	<ul style="list-style-type: none"> <li>Understand technical/ scientific data presentations and briefings and to deliver convincing presentations to doctors, pharmacists and other potential customers gain knowledge about Drug Formularies and their relevance for MSR</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, Sample Drug Formulary</p>
10.	<p><b>Orientation on Pharmacovigilance</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b></p>	<ul style="list-style-type: none"> <li>Follow company's legal guidelines and pharmacovigilance process, know that what comprise the field of pharmacovigilance and its related fields, understand its relevance &amp; potential for MSR's role, know common terms used and their reference, understand the scope of Pharmacovigilance as a system, know about National &amp; International</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 02:00 <b>Corresponding NOS Code</b> LFS/N0402	pharmacovigilance regulatory Authorities and learn basic processing of a typical "pharmacovigilance case" through case studies.	
11.	<b>Orientation of Disease Management</b>  <b>Theory Duration</b> (hh:mm) 01:00  <b>Practical Duration</b> (hh:mm) 09:00  <b>Corresponding NOS Code</b> LFS/N0401	<ul style="list-style-type: none"> <li>Understand technical/ scientific data presentations and briefings about product and market and to monitor the activities of health services in a specific area, learn the concept of disease management &amp; Its Importance, know about process &amp; factors influencing the disease management processes at gross level, gain knowledge for Disease management for common diseases and various projects being run Nationally and internationally</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
12.	<b>Organizational Policy &amp; Internal Processes at Work</b>  <b>Theory Duration</b> (hh:mm) 01:00  <b>Practical Duration</b> (hh:mm) 00:00  <b>Corresponding NOS Code</b> LFS/N0401; LFS/N0402; LFS/N0403	<ul style="list-style-type: none"> <li>Follow the company's guidelines, process and standard gain the orientation with generic Organizational Policy &amp; various internal Process relevant for MSR</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, Sample Forms for various organizational processes
13.	<b>Core Skills and Professional Skills related to Gathering Information about Product and Competitor</b>  <b>Theory Duration</b> (hh:mm) 03:00  <b>Practical Duration</b> (hh:mm) 06:00	<ul style="list-style-type: none"> <li>To effectively gather information about the product and competitors know the required skill set and learn application of related Core Skills and Professional Skills like Reading, writing, listening and speaking, Critical thinking, problem solving, decision making, customer centricity, plan and organizing, Analytical thinking</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Corresponding NOS Code</b> LFS/N0401</p>		
14.	<p><b>Pharmaceutical Marketing</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 22:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>To develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector; understand Role of Marketing across Product lifecycle; gain knowledge about trends in Pharmaceutical Marketing and implications of changing marketplace on promotional activities in Pharma and gain knowledge about Patient-Physician relationship and Physician-MSR relationship</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
15.	<p><b>Orientation with Pre Sales Activities</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 09:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>To sell and promote medical products and services and to arrange appointments with medical professionals gain orientation with Pre-Sales Activity in reference to Communication strategies for products</li> <li>To deliver presentations to doctors, pharmacists and other potential customers , learn basics of effective business communication and learn how to conduct effective business meetings</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines, Role Play Skits
16.	<p><b>Sales in Life Sciences</b></p> <p><b>Theory Duration</b> (hh:mm) 09:00</p> <p><b>Practical Duration</b> (hh:mm) 44:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>To sell and promote medical and pharmaceutical products and services learn basics of Selling Process.</li> <li>To develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector understand different Sales Approaches in Pharma</li> <li>To engage the potential customers using various methods, tolls and approaches to convince him/her to prescribe your products learn how to effectively handle Objections, basics of Emotional Quotient (EQ)</li> <li>To ensure the target orientation to reach sales and collection targets learn the process and importance of daily reporting for MSR</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines, sample visiting cards, sample promotional material (Visuals), Role Play Skits, Daily Sales Call Report Sample, Inventory Report Sample, Sample Tour Plan

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>To follow company's legal guidelines and pharmacovigilance process while selling products and providing after-sales service, including channeling queries through the company defined process understand importance of Ethics, Privacy and Confidentiality for MSR</li> </ul>	
17.	<p><b>Core Skills and Professional Skills related to promoting and selling Pharmaceutical Products to potential customers and for providing after sales service</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 06:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>To promote and sell Pharmaceutical Products to potential customers and for providing after sales service, know the required skill set and learn the application of Core Skills and Professional Skills like Reading, writing, listening, speaking, Plan and organize, Critical thinking, problem solving, decision making, customer centricity and their application at workplace</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
18.	<p><b>Organizing Medical Conferences and promotional events</b></p> <p><b>Theory Duration</b> (hh:mm) 03:30</p> <p><b>Practical Duration</b> (hh:mm) 11:30</p> <p><b>Corresponding NOS Code</b> LFS/N0403</p>	<ul style="list-style-type: none"> <li>To establish contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event (CMEs) learn techniques for Collaborating with Other Groups and Divisions, understand the importance of collaboration for MSR</li> <li>To gain and spread knowledge from the event related to business/ brand/ company learn how to Identify Partnering Opportunities during meetings/ seminars</li> <li>To manage arrangements within the approved budget learn how to achieve Resource Optimisation at work</li> <li>To cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event and to plan and complete all logistical arrangements to execution learn the application of Planning &amp; Organizing Skills at work and learn how to effectively use Information Technology in organising conferences and events (CMEs)</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines

Sr. No.	Module	Key Learning Outcomes	Equipment Required
19.	<p><b>Core Skill and Professional Skills related to Organizing Medical Conferences and promotional events</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 06:00</p> <p><b>Corresponding NOS Code</b> LFS/N0403</p>	<ul style="list-style-type: none"> <li>Organize Medical Conferences and promotional events(CMEs), by applying Core Skills and Professional Skills like Reading, writing, listening, speaking, Analytical thinking, problem solving, decision making, customer centricity</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
20.	<p><b>Information Technology Skills</b></p> <p><b>Theory Duration</b> (hh:mm) 05:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401; LFS/N0402; LFS/N0403</p>	<ul style="list-style-type: none"> <li>Compile and analyse the reports and deliver presentations using Basic Computer operating Skills like Ms Office (Word, Excel, Power point and Outlook); know to work on Internet i.e. searching information on search engine, mail writing</li> <li>To communicate on email learn how to write mails</li> <li>To analyse the reports and deliver presentations how to compile office presentations, How to make the online sales reporting and facilitate the online product surveys</li> </ul>	Participant Manual, Power point presentation, Computer Lab, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster
21.	<p><b>Internship</b></p> <p><b>Theory Duration</b> (hh:mm) 00:00</p> <p><b>Practical Duration</b> (hh:mm) 80:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401; LFS/N0402; LFS/N0403</p>	<ul style="list-style-type: none"> <li>Learn the practical on the job skills for:</li> <li>Information Gathering about Product and Competitor</li> <li>Promoting and selling products to potential customers (both doctors and pharmacist and institutional clients like hospital and govt. dispensaries) and provide after sales service</li> <li>Organizing medical conferences and execute promotional events</li> </ul>	Internship Monitoring Report

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Total Duration</b></p> <p><b>Theory Duration</b> (hh:mm) 57:00</p> <p><b>Practical Duration</b> (hh:mm) 242:00</p>	<p><b>Unique Equipment Required:</b></p> <p>Participant Manual, Power point presentation, Computer Lab, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines, sample visiting cards, sample promotional material (Visuals), Sample Drug Formulary, Charts of Human Anatomy and Physiology, Role play skits/ write ups, Internship Monitoring Report, Sample Forms for various organizational processes, Daily Sales Call Report Sample, Inventory Report Sample, Sample Tour Plan</p>	

**Grand Total Course Duration: 300 Hours 00 Minutes**

*(This syllabus/ curriculum has been approved by Life Sciences Sector Skill Development Council.)*

## Trainer Prerequisites for Job role: “Medical Sales Representative” mapped to Qualification Pack: “LFS/ Q 0401 Ver1.0”

Sr. No.	Area	Details
1	<b>Job Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ <u>LFS/Q0401 Ver1.0</u> ”.
2	<b>Personal Attributes</b>	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	<b>Minimum Educational Qualifications</b>	Graduate, Preferably B. Sc. / B. Pharma.
4a	<b>Domain Certification</b>	Certified for Job Role: “Medical Sales Representative” mapped to QP: “ <u>LFS/Q 0401 Ver1.0</u> ”. Minimum accepted score is 70% as per LSSSDC guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/Q1402”. Minimum accepted score is 70% as per LSSSDC guidelines.
5	<b>Experience</b>	Preferably Minimum Three (3) years’ experience in life sciences (Pharmaceutical/ Biopharmaceutical) sales & marketing occupation for non-trained and non-qualified talent Or Minimum One (1) years’ experience with Medical Sales Representative Level-4 qualified

## Annexure: Assessment Criteria

<b>Assessment Criteria for Medical Sales Representative</b>	
<b>Job Role</b>	<b>Medical Sales Representative</b>
<b>Qualification Pack</b>	<b>LFS/ Q 0401 Ver1.0</b>
<b>Sector Skill Council</b>	<b>Life Sciences Sector Skill Development Council</b>

<b>Sr. No.</b>	<b>Guidelines for Assessment</b>
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 centre (as per assessment criteria laid out in Qualification Pack)
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on the assessment criteria laid out in qualification pack
5	To pass the Qualification Pack , every trainee should score a minimum of 60% aggregate in all NOS and a minimum of 40% 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
<b>LFS/N0401 (Gather information about the product and competitors)</b>	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
	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
<b>Total</b>		<b>100</b>	<b>59</b>	<b>41</b>	
<b>LFS/N0402 (Promote and sell products to potential customers and provide after sales service)</b>	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.		12	4	8

		Marks Allocation			
		Total Marks (300)	Out Of	Theory	Skills Practical
	as per company's standard guidelines				
	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 and collection targets (annual and monthly) of the allotted area/ territory to ensure meeting of sales forecast		8	2	6
	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
	<b>Total</b>		<b>100</b>	<b>36</b>	<b>64</b>
<b>LFS/N0403 (Organize medical conferences and promotional events)</b>	PC1. cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event	100	14	6	8
	PC2. establish contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event		20	8	12
	PC3. suggest names of relevant people to be invited to the conference/ promotional event		12	8	4
	PC4. manage arrangements within the approved budget		20	8	12
	PC5. plan and complete all logistical arrangements to execution		18	6	12
	PC6. gain and spread knowledge from the event related to business/ brand/ company		16	6	10
	<b>Total</b>		<b>100</b>	<b>42</b>	<b>58</b>
<b>Grand Total</b>		<b>300</b>	<b>300</b>	<b>137</b>	<b>163</b>
<b>Percentage Weightage</b>				<b>45.7%</b>	<b>54.3%</b>
<b>Minimum Pass Percentage to Qualify</b>				<b>60%</b>	



## Life Sciences Sector Skill Council

# 13, 3rd Floor, Palam Marg, Vasant Vihar, New Delhi-110057