

# Orientation with Pre-Sales Activities (MSR)

## 1. Meaning of Pre-Sales Activities

Pre-sales activities refer to all the **preparatory actions done before actually selling a product**.

For a Medical Sales Representative (MSR), this means **planning, preparing, and building relationships** with healthcare professionals **before promoting medicines**.

👉 In simple terms:

**“Pre-sales is the groundwork that makes selling easier and more effective.”**

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## 2. Importance of Pre-Sales Activities

Pre-sales activities are important because they:

- Build **trust and credibility** with doctors and pharmacists
  - Help understand **customer needs and expectations**
  - Improve chances of **successful product promotion**
  - Save time by targeting the **right professionals**
  - Create **long-term professional relationships**
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## 3. Key Pre-Sales Activities

### A. Arranging Appointments

- MSRs must **schedule meetings** with doctors, pharmacists, and hospitals
- This requires:
  - Polite communication
  - Time management
  - Respect for doctors' busy schedules

👉 Example: Calling a clinic to fix a suitable time to meet a doctor.

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### B. Communication Strategy for Products

Before meeting, the MSR must:

- Understand the **product (medicine)**
- Know its:
  - Uses
  - Benefits

- Side effects
- Competitive advantages

👉 Communication should be:

- Clear
  - Professional
  - Relevant to the doctor's specialization
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### **C. Delivering Presentations**

MSRs present product information to:

- Doctors
- Pharmacists
- Healthcare professionals

Good presentation includes:

- Product benefits
- Scientific support
- Comparison with competitors
- Clear and confident delivery

👉 Goal: **Convince the doctor to prescribe the product**

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### **D. Business Communication & Meetings**

Effective communication skills are essential:

- Verbal communication (speaking clearly)
- Non-verbal communication (body language, eye contact)
- Listening skills

During meetings:

- Be respectful and professional
  - Stay concise (doctors have limited time)
  - Focus on key points
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## E. Understanding Relationships

### 1. Patient–Physician Relationship

- Based on **trust, care, and ethics**
- Doctors prioritize patient health over everything

### 2. Physician–MSR Relationship

- Professional and business-oriented
- Built on:
  - Trust
  - Product knowledge
  - Regular interaction

👉 MSR must never disturb the doctor's responsibility toward patients.

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## F. Developing Networking Strategies

MSRs must increase opportunities to connect by:

- Visiting hospitals and clinics regularly
- Attending medical events and conferences
- Building contacts with:
  - Doctors
  - Pharmacists
  - Hospital staff

👉 Strong networking = More opportunities to promote products

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## 4. Skills Required for Pre-Sales Activities

To perform effectively, an MSR needs:

- Communication skills
  - Interpersonal skills
  - Product knowledge
  - Confidence
  - Time management
  - Professional behaviour
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