

Sales in Life Sciences (MSR)

1. Meaning of Sales in Life Sciences

Sales in Life Sciences refers to the process of **promoting and selling medical, pharmaceutical, and healthcare products** to professionals like:

- Doctors
- Pharmacists
- Hospitals
- Clinics

👉 Unlike normal sales, this is **knowledge-based and ethical selling**, where the goal is not just profit but also **patient well-being**.

2. Nature of Life Sciences Sales

Life sciences sales is different because:

- Products affect **human health and life**
- Decisions are made by **doctors, not direct consumers**
- Requires **scientific knowledge**
- Must follow **strict legal and ethical guidelines**

👉 Key idea:

“You don’t sell to patients, you influence doctors to prescribe.”

3. Basic Selling Process in Life Sciences

Step 1: Prospecting

- Identify potential customers (doctors, hospitals, pharmacies)

Step 2: Pre-Approach

- Gather information about:
 - Doctor’s specialization
 - Prescribing habits
 - Patient types

Step 3: Approach

- First interaction with the doctor
- Create a good impression

Step 4: Presentation

- Explain product features, benefits, and uses
- Use scientific data and product literature

Step 5: Handling Objections

- Answer doubts about:
 - Effectiveness
 - Side effects
 - Price

Step 6: Closing

- Convince the doctor to prescribe the product

Step 7: Follow-Up

- Maintain relationship and ensure continued prescriptions
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4. Sales Approaches in Life Sciences

Different approaches are used to influence doctors:

A. Product-Oriented Approach

- Focus on features and benefits of the medicine

B. Customer-Oriented Approach

- Focus on doctor's needs and patient outcomes

C. Problem-Solving Approach

- Show how the product solves specific health problems

D. Relationship-Based Approach

- Build long-term trust and professional relationships
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5. Engaging Healthcare Professionals

To engage doctors effectively, MSRs use:

- Scientific discussions
- Product samples
- Visual aids and brochures
- Digital tools (presentations, apps)

👉 The goal is to **gain attention, interest, and trust**

6. Handling Objections (Using EQ)

Doctors may raise objections such as:

- “This medicine is expensive”
- “I already prescribe another brand”

MSR should:

- Listen carefully
- Stay calm and respectful
- Respond with facts and empathy

👉 Emotional Quotient (EQ) helps in:

- Understanding doctor’s concerns
 - Managing reactions
 - Building trust
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7. Targeting and Achieving Sales Goals

MSR must:

- Identify **target population** (patients, disease groups)
- Focus on **high-potential doctors and areas**
- Plan visits and follow-ups

👉 Objective:

- Achieve **sales targets**
 - Ensure **regular product usage**
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8. Legal and Ethical Guidelines

Sales in life sciences must follow strict rules:

- No false claims about medicines
- Respect patient safety
- Maintain confidentiality
- Follow company and government regulations

👉 Ethics is very important because:

Wrong promotion can harm patients

9. Pharmacovigilance Awareness

MSRs should:

- Report adverse drug reactions
- Inform company about any side effects observed
- Follow proper reporting procedures

👉 Ensures **drug safety and monitoring**

10. After-Sales Service

After selling, MSR should:

- Stay in contact with doctors
- Provide updates and support
- Handle queries or complaints

👉 Helps in **long-term relationship building**

11. Skills Required for Life Sciences Sales

- Strong communication skills
- Scientific knowledge
- Persuasion skills
- Emotional intelligence (EQ)
- Ethical mindset