

Core Skills and Professional Skills related to MSR

1. Meaning

Core skills and professional skills refer to the **essential abilities and competencies** that a Medical Sales Representative (MSR) must develop to:

- Perform job responsibilities effectively
- Promote and sell pharmaceutical products
- Build strong relationships in the healthcare sector

👉 In simple terms:

“These are the skills that make an MSR effective, professional, and successful.”

2. Importance of Skills for MSR

These skills are important because they:

- Improve **communication with doctors and pharmacists**
- Help in **better product promotion and sales**
- Build **trust and long-term relationships**
- Enhance **professional image and career growth**

👉 Key idea:

“Skills convert knowledge into performance.”

3. Core Skills of an MSR

Core skills are the **basic and essential abilities** required in daily work.

A. Communication Skills

- Ability to speak clearly and confidently
- Explain product information effectively
- Good listening skills

👉 Helps in convincing doctors and understanding their needs

B. Interpersonal Skills

- Ability to build relationships
- Friendly and professional behavior
- Respectful interaction

👉 Important for maintaining long-term connections

C. Product Knowledge

- Understanding of:
 - Medicine composition
 - Uses and benefits
 - Side effects

👉 Strong knowledge increases credibility

D. Time Management

- Planning daily visits
- Managing appointments efficiently

👉 Ensures maximum productivity

E. Problem-Solving Skills

- Handling objections
- Responding to queries

👉 Helps in difficult situations with doctors

4. Professional Skills of an MSR

Professional skills relate to **work ethics, behavior, and job performance.**

A. Selling Skills

- Understanding selling process
 - Persuasion techniques
 - Closing sales effectively
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B. Presentation Skills

- Delivering clear and engaging presentations
 - Using visual aids and product literature
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C. Negotiation Skills

- Managing pricing or product-related discussions
 - Reaching mutually beneficial outcomes
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D. Networking Skills

- Building contacts with:
 - Doctors
 - Pharmacists
 - Hospitals

👉 Strong network increases opportunities

E. Adaptability

- Adjusting to different doctors and situations
 - Learning new products and technologies
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F. Ethical and Professional Behavior

- Honesty in communication
- Following legal guidelines
- Respecting confidentiality

👉 Ethics is critical in healthcare sales

5. Application of Skills in MSR Work

A. Gathering Product and Competitor Information

- Collect data about:
 - Own product
 - Competitor products

👉 Helps in better positioning and promotion

B. Promoting and Selling Products

- Use communication and persuasion skills
- Explain benefits effectively

C. Providing After-Sales Service

- Respond to queries
- Maintain relationships

D. Organizing Conferences and Events

- Use planning and teamwork skills
- Coordinate with multiple stakeholders

6. Integration of Core and Professional Skills

Both types of skills must work together:

- Core skills = Foundation
- Professional skills = Application

👉 Example:

Communication (core skill) + Presentation (professional skill) = Effective product promotion

7. Practical Example

An MSR visiting a doctor:

- Uses communication skills to explain a medicine
- Uses product knowledge to answer questions
- Uses interpersonal skills to build rapport
- Uses selling skills to encourage prescription