

ROLE EXCELLENCE

'Role Excellence' means a raised quality of life, whatsoever may be your role, hardly matters. In 'Role Excellence', what matters is, what you do with your role and how well.

Yes, 'Role Excellence' is a choice, you can choose to be excellent in your role regardless of constraints. 'Role Excellence' is striving for perfection in the activities you are performing.

If you do things differently, distinctly, you will walk that extra mile. You will go a little beyond the call of duty, your behaviour will stand out and there will be a distinct touch of grace in you.

The pursuit of excellence is not static. It is dynamic. One better each time should be your objective, as excellence is not a destination, it is a journey. Pursuit of excellence also makes good career sense. When you excel in your role the resultant joy begins to mean everything to you and you find your days richer for ever. 'Operational Excellence' becomes your style. The world around you takes much more than appreciative notice of you. You get picked up for higher levels of responsibilities. Hence you must respect your role. Taking more and more interest in your day-do-day work, will help you to earn more and more recognition.



"Great opportunities await those who give more than what is asked. I encourage you to put the uncommon touch on even the most common task. We may never have the opportunity to do great things in a great way, but we all have the chance to do small things in a great way."

TOWARDS ROLE EXCELLENCE

The first step towards achieving 'Role Excellence' is to analyse your own self. This can be done by asking yourself three basic questions i.e. why, what and how?

1. Why am I living? What is the aim of my life? What goal have I set for myself? Life without a goal is like a boat without a sail or a ship without a rudder. Your goal may be to earn more and more recognition or to earn more money or any other things you need. But your goal should clearly define your ambition in life to yourself. This is the goal of your life that offers aspiration for living. Once you have set your aim/goal, you should ask yourself the next question.
2. If this is my goal, what efforts am I putting in to achieve it? Are they substantial?
3. Once you have analysed yourself on these parameters, you may effectively plan how you can further improve yourself. It is this sense of achievement of a goal that brings happiness and satisfaction in your life.

So once again ponder for a while. Are you in a career you wanted to be in or..? If your answer is 'Yes, I am in the right profession', go ahead, start investing time, money and efforts for yourself, as you are the greatest asset of yourself. Train, groom and encourage yourself to climb the highest peaks of selling profession.



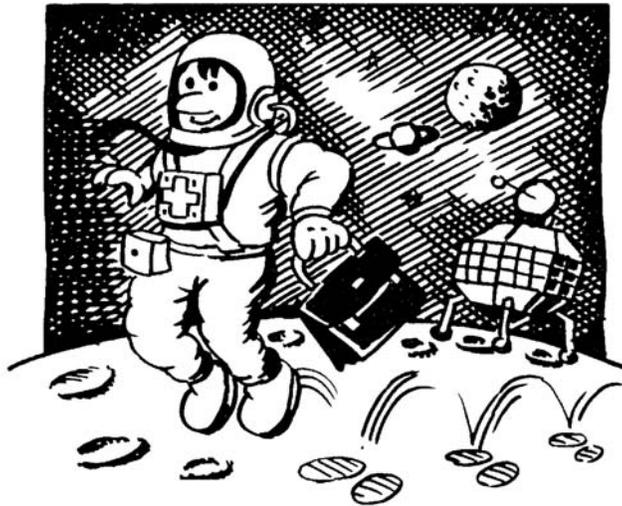
*"Plan your career for Ahead, Concentrate on a single GOAL.
Keep your eye on the winning post.*

Be the man who made it, Not the man who almost made it."

SELLING PROFESSION

THE ADVANTAGES

Someone has rightly said, "*even the sky is not the limit there is space to go further*". But everyone can't be an 'Astronaut'. Congratulations to all of you, who have either chosen or are in the process of choosing 'Selling' as a career because only this profession gives you an opportunity to become an 'Astronaut', that too being on earth. This is the profession where the boundaries/limits of your individual success are determined by you yourself. Here what you achieve is entirely in your hands. It speaks for you in proportion to that and promotes you professionally.



Even the sky is not the limit.

STIMULATES PERSONAL GROWTH

The selling profession is the one that stimulates your personal growth. Here your growth is directly proportional to your competence. Contrary to this, people working in other professions find themselves trapped in the circumstances which not only limit their potentials but also make them professionally impotent. Even though they want to do more work they do not get the right opportunity to do so. They cannot use their latent qualities which may lead them towards greater success. But it is not so in this profession.

FREEDOM OF EXPRESSION

In the selling profession you have freedom of expression. You can express yourself in a much better way and can do whatever you want to do. Here you can utilize your individual initiative up to the fullest point, which will give you not only the satisfaction but will also ensure maximum rewards you deserve and aspire for. Here each day as sun rises, a new challenge leaps up in front of you. Each moment is filled with thrill and adventure, as one day you find yourself on the top of the world and on the very next day you may find yourself nowhere. But this is the excitement which gives a lot of courage to an individual.



*"It is not enough to have an interesting or a good job.
To live a total life, YOUR WORK MUST ALIGN WITH
WHO YOU ARE."*

SELLING! WHAT IS IT?

THE OLDEST PROFESSION

In fact, selling is one of the oldest professions in the world. Each and every person is a salesman, in some way or the other, be it a kid asking for a toy or a boy trying to convince his parents to buy a bicycle for him, a teacher teaching a class or a politician campaigning for election. Though all are trying to sell their ideas yet by far and large they are not considered as salespersons. Only those persons who sell a particular product or provide a service, to earn their livelihood, are considered to be salespersons. Basically anyone, who is engaged in exchange of goods, services or even an idea with money, is a salesperson.

SELLING - WHAT IS IT?

You have already shown your capability of selling an idea. Yes! All of you reading this article just try to recollect what exactly you had done when you appeared in various interviews during the course of selection. You had tried to sell your personality, your image, your ideas. You had convinced the interviewers that you can perform the job better than others, and ultimately you were selected. This way you have sold yourself to the employer. It is truly said "*A successful salesman is a person who can sell himself*". It means, he can convince others about what he presents. He becomes a reliable person for them. Whatever he says for his product, idea or even about a service which he

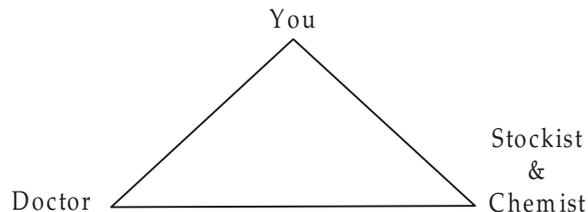
can offer seems to be good or required by them. It is this feeling that ultimately leads to a successful sales call. A salesman does not sell his product but convinces his customers that his product will satisfy their needs which may be present or forthcoming.

Specially in the present scenario there is a rush of 'me too' products (same products marketed by different companies). Hence the role of a salesman becomes much more crucial. Today what is more important is, to first identify the needs of a customer and then to project a particular product in such a way so as to convince the customer that the product has been designed, just to meet his needs only.

PHARMA SELLING

In selling, there are two prime factors—one a 'Salesperson' and the other a 'Customer'. He may be a wholesaler, retailer or even a consumer directly. (In case of a salesperson selling his products door-to-door.)

But as far as the selling of pharmaceutical specialities is concerned, the situation is a bit different. Unlike the selling of consumer disposable/durables where a company reaches its customers directly (may be through a salesperson or through advertisements) and tries to satisfy their needs, here a company has to be dependent on one more factor—its indirect customer i.e. a doctor. That is the reason why pharma selling is called 'Indirect Selling'.



Field of indirect selling is a triangle where you, as a salesperson, are at one corner and your direct customer i.e., your stockist/distributor (who buys your product from the company) is at second corner, and on third corner you have your indirect customer that is the doctor (who helps to liquidate the stocks). So it is equally important for you to maintain your relations with both the customers.

In order to make it a profitable business for both you and your stockist, it becomes your prime responsibility to ensure the fast liquidation of stocks from your stockist's shelves, by generating demand in terms of prescriptions. Though your direct customer is a stockist yet a retail chemist too, plays a vital role by giving you the valuable information regarding doctor's prescribing habits, keeping adequate inventory and honouring the prescription of your products. Hence a retail chemist too is not an outsider to your business. He is an integral part of your business.

To sum up, every customer of yours has got his own importance. So they all must be given the most courteous and attentive consideration.

Since the field of 'Pharma Selling' is a triangle, let us first move to that corner, where as a Medical Representative 'YOU' are getting ready to take off to climb the highest peaks of 'Pharma Selling'.



*"Some men see things as they are and say why,
I dream things that never were and say why not."*

Robert Kennedy



You can sell, any time: any where.

**GETTING EQUIPPED
THOROUGHLY**



GET



Are they Identical?

YOU

Like any other living organism, God has gifted to all human beings the unique power i.e. 'Reproduction' which enables them to produce a new 'human being' that is identical to them.

But are they really identical? It leaves a big question mark. No doubt upto some extent physiologically as well as morphologically they may be identical but there is one thing which differentiates them from each other i.e. their 'Mind'. Now what is 'Mind' is a debatable topic. According to the Greek philosopher, Pythagoras (6th century B.C.) "*brain is the organ of mind.*" Someone has rightly said : "*What we call mind is a product of the brain.*" Synonymous for the mind we may include soul, sentiments, judgements, choice, inclination, desire, will, likings, impetus, memory etc.

In my opinion the mind is the propelling force behind any human brain. Mind provides the power/ability to guide and train the brain so that one can achieve what he wants to achieve in his/her life. Mind is in sum all that the human body is. It is the mind which determines the identity of an individual and power to utilise his or her brain effectively.

Everyone born with the absolute raw brain, knows nothing about life. But after coming into existence the race for survival begins. Developing your brain is an ongoing process. This learning process starts right from the day one. When you were a baby who told you to cry to attract your mother's attention and indicate that you were hungry? Was there anyone whom you might have seen crawling? But you started crawling of your own

and after some time started walking and this process of learning continued. Everyday you look, hear and read many things but how much you are able to retain with you is up to you. All human beings possess an almost identical ability to store and recall the same amount of information. What makes a difference is, your ability to gather and store information in a proper way, place and time. In fact the brain gets more sharper the more efficiently it is used. The ability to solve problems correctly increases with every correctly solved problem. Your memory works better, the harder it is made to work. So it is up to you how effectively you utilise your brain. There are plenty of examples available around. For example, two brothers having absolutely different natures – one is kind, simple, well behaved while the other is quite arrogant and rude though their upbringing was similar. In a class of 60 boys a boy gets first position while another gets poor marks though the teacher was same for both of them.

Similarly in a company where there are thousands of workers, only a few get promoted while others keep on doing the same old job though the opportunities were available for them also.

No doubt, factors like family, teacher, friend, society, economic status and environment influence the behaviour of an individual. But whether to get influenced or not, solely depends upon an individual. You are an individual too.

Today whatever you are is because of you. Since you wanted to be a 'Medical Representative' so you have become a Medical Representative. Now to transform yourself into a successful medical representative is once again in your hands.

Start realising the power of this wonder word 'YOU', which

can make all the difference to you. Not only in your professional but in your personal life too, this magic word 'YOU' has got its own importance. After realising the power of you, let us see, who is next to you.



*“If you keep waiting for just the right time,
you may never begin.
Begin now! Begin where you are
with what you are.”*

YOURSELF

It is very essential to have good friends in your life. They are the ones with whom you can share your happy or sad moments, whose opinion matters to you so that while solving a problem you can weigh your opinion against theirs. They are the ones whom you want with you while having fun or discussing a matter. Specially when you are confused or want to enquire about a truth, you can rely on them.

But if someone asks you who is your best friend? It will be very difficult for you to answer because every human being has got some qualities which are liked in general by others while some are disliked. Sometimes an individual has got some likes and dislikes of his own and your friend too may have some. Under these circumstances no one can come up to your expectation. For whom can you say, "I like everything in him"? Basically friendship is a mutual adjustment between two individuals where most of their likes are similar and dislikes if any, are overlooked.

But I can certainly name a person for whom your answer will be -"well, I like him the way he is". Who may this person be? Yes! 'you' can be the best friend of yourself, provided you start forgiving some of your human imperfections and taking care of yourself. Have you ever realised that it is you who is always with you everywhere. It is 'you' whom you find always on your side, when even your friends are not there. There can be only one person on earth who would never like you to be let down in any situation and he is 'You'. Someone has rightly said. "*No one can make you feel inferior without your consent*". It is you who like a good friend will always ensure that you get your share.

So bring yourself out, whenever you feel alone, make your life as happy as any good friend of yours would like to make. Be as kind and nice to yourself as anyone you know.

For being good to yourself, you need to take time for yourself, everyday. This time you can call your own because this is the time you would like to spend just doing the things which make you happy. These are the moments when only you are with yourself. You have been gifted with the most precious gift and that is your brain, which serves the dual purpose i.e. of a VCR and of a TV. So recall some peaceful thoughts and pleasant memories which will make you happy. In your daily routine include this special time for yourself. This will keep your outlook fresh and new.

Now if someone asks you the same question i.e. who is your best friend? Say with confidence "It is me".



It is good to take time out for yourself and the job you are performing but at the same time it is your moral obligation to fulfill all the responsibilities of your family too. So never neglect them in the course of your worklife. While planning your day, do keep sometime for your family. If your parents/wife/children want to be with you, keep sometime for them in your schedule in such a way that it does not disturb your working schedule at the same time providing some precious moments with your family.



*"Instead of waiting for someone to bring you flowers,
why not plant your own garden."*