Importance Of Behaviour Of Sale Staff In Sale Process Of Pharmaceutical Products And Services

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RESUME
Medical representatives – sales staff should have a good knowledge about the products and offers of competition of this product, and should have a good quality and a full report from retail-pharmacy in order to provide good product availability and could persuade prescribers and push products from wholesale to retail and to the doctor. Medical representatives have fifteen visits to prescribing and retail a day. Their visits are important to inform and remind doctors, the prescribers, which are generally trying to hide from the medical representatives, who are too aggressive and invasive, and have very little time and lack of interest, and want to reduce the time of the visits. Pharmaceutical companies provide huge economic support for the provision of medical staff education, and the connection between the clinics and pharmaceutical representatives has always been good. Therefore, a solution to this problem needs to be found and it should be resolved on the pharmaceutical companies side on the one hand and health workers on the other hand, in order to have much better and more professional interaction. Medical representatives – sales staff are a key team that is responsible for the professional and professionally designed presentation-promotion, sale of medicines and pharmaceutical services. To this end, practical trainings have been developed, which strengthen the medical and commercial collaborators in specific, tailored for pharmacists, communication skills and sales. Sales visits, which are the heart of their work must be systematic, prepared and they are carried out through certain phases or steps.

Keywords: sales staff, sales process, marketing, service, sales visit, phases

1. INTRODUCTION
Since when the pharmaceutical industry exists, as well as any other service industry, it intends to present its product or service in a best way, or show quality, to attract as many end users /patients as possible, and earn their trust. The role of marketing concept is specifically highlighted here, the role that throughout history, has been having different forms according to the development of industry, technique and technology, and has become a very important segment of the pharmaceutical industry. Pharmaceutical marketing is a special discipline whose subject matter includes general and specific knowledge of marketing and business activity related to service the product in the area of medicines, therapies, improving the health of citizens who are also potential customers. Also, pharmaceutical marketing, besides studying the service of products, studies the ways that generate value for the society and a company that produces, distributes and serves medication, where we talk about the economy and health care.
Medical representatives – sales staff from pharmaceutical companies and pharmacists are aware of the need to learn and acquire specific knowledge of marketing and sales. High criteria and requirements of the job are set up, and the pharmaceutical teams are faced with them, as well as the need for monitoring and development of the pharmaceutical industry itself.

2. MARKETING ACIVITY IN THE FIELD - field sales call
In the pharmaceutical and health care activity, there is a complex network of decision makers, who determine the nature of the transaction (the recipe). Decision for prescribed medicine is made by physician prescribing it, and s/he is direct "customer" of the pharmaceutical industry and is responsible for that decision. In fact, the end user is the patient / diseased, who uses a pharmaceutical
product and covers costs. Pharmaceutical companies employ highly-educated professionals to conduct marketing activity in the field, such as medical representatives. Medical representatives in the field, visit the prescribers and pharmacists to make influence on them and inform them in accordance with the hierarchy of decision making. Medical representatives represent the cost for a pharmaceutical company, in the amount, on an annual basis, from 15 to 20% of the sales value [Bianciella, A., 2008]. From the standpoint of marketing activity of pharmaceutical company, at the time of increased competition and market are looking for new opportunities and chances for better product positioning in the market of pharmaceutical products. Pharmaceutical companies conducting marketing activities in the market are facing with: the low level of the user's knowledge of pharmaceutical products (doctors-prescribers, pharmacists in pharmacies, wholesale-wholesalers), various opinions of customers and insufficiently informed end-users on pharmaceutical companies, number and quality of medical representatives in the field, the high cost of training and continuing education of medical representatives, the high cost of market development, frequent fluctuation of sales staff i.e. medical representatives, physician prescribers are too busy, and inability to allocate time for visits to medical representatives, inability to measure i.e. there is no safe mechanism of measurement of values of prescribed medicines per prescribing doctor and per medical representative who visits him, the absence of analysis of the amount of invested time on profitable and not so profitable customers and lack of time to thoroughly plan the future development of customer markets, complex and lengthy administrative procedures and regulations are designed in such way to slow down, and in many ways, make difficult the optimum level of success of sales teams of the company and more, far more. Services of pharmacists and doctors - health service is intangible and indivisible, so that emotional experience, ambience, politeness, staff look, confidentiality, and a number of other factors opting users in the selection of health care institutions. Services of pharmacists and doctors - health service is intangible and indivisible, so that emotional experience, ambience, politeness, staff look, confidentiality, and a number of other factors opting users in the selection of health care institutions. The original and oldest form of direct marketing is field sales visits (Engl. field sales call). Today, most industrial companies largely depend on the professional sales force to find potential customers, converting them to clients, who then develop the company's operations, and hire representatives of producers. U.S. companies spend over a billion dollars a year on the development of sales force and sales material, more than they spend on any other method of promotion [Kotler, P., Lane, K., 2008, p. 616]. Medical representatives from pharmaceutical companies and pharmacists are aware of the need to learn and acquire specific knowledge of marketing and sales. High criteria and requirements of the job are set up, and the pharmaceutical teams are faced with them, as well as the need for monitoring and development of the pharmaceutical industry itself. This is one aspect of their permanent training. Other aspect, which is already of a high importance, is the development of knowledge and skills in sales and communications. Medical representatives are a key team that is responsible for the professional and professionally designed presentation - promotion, sale of medicines - pharmaceuticals. To this end, practical trainings have been developed, which strengthen the medical and commercial collaborators in specific, tailored for pharmacists, communication skills and sales. Sales visits, which are the heart of their work must be systematic, prepared and they are carried out through certain phases/stages or steps.  

3. STAGES IN THE SALES PROCESS
The approach to the market of medical / pharmaceutical representatives is different, as medical representatives or associates are focused on the presentation of pharmaceutical products to physicians, and commercial associates are focused on pharmacies and procurement process in the health care institutions. Both sides necessarily need knowledge and skills to approach the market, customers and all phases of sales visits. Medical representatives are mainly the ones of health professions: doctors, dentists or pharmacists, but there are also other professions represented depending on the product being promoted. Managing of sales staff is defined as the analysis, planning, implementation and monitoring activity of sales staff. It involves defining goals and designing strategies for sales staff as
Phase 1: Preparation

*Preparation aim is to enable medical assistants to obtain the necessary information before they visit a doctor or pharmacist / institution.*

In the preparation phase, the aim of the visit is defined, preceding information systematized, the possible previous visits analyzed with using the customer cards from database. Preparation is completed by forming groups of questions that the associate wants to ask the doctor / pharmacist in relation to the target of the visit.

*Picture 1. Nine phases of sale in pharmaceutical business*

Phase 2: First Contact

*First contact is an important step to leaving a good first impression. Verbal and nonverbal communication are key picture of medical or commercial associates.* Adapt to the psychological profile of the person in the first contact, and find an adequate approach is often the true art of sales force of pharmaceutical companies. Identify psychological personality type often requires a quick scan of a person. It is important to know and remember how to switch to adjust your approach exactly to that person / interlocutor. There is no ready-made solutions for customers, but there are tools that help us do that. At the first contact, a *worm* (earlier designed question) is often used, with which we want to make our interlocutor interested in further discussion, and that needs to target the needs of doctors (pharmacists). *Store Check,* for no medication or herbal remedies - OTC products, is a particularly important phase in this step in dealing with pharmacies.

Phase 3: Needs

*The aim of this step in the sales process is to find out the needs of doctors (pharmacists).* Seeing the needs of the client is the very essence of every sales visit. Needs of a doctor, pharmacist or health care institution are often specific, and medical associate / representative should reach them during the sales visit itself. As a sales tool, "funnel" interviewing technique is available to us. Often, doctors and pharmacists do not have much time, so the visit needs to be reduced to ten minutes, and the medical assistant should be focused during the interviewing. The interviewing technique “funnel” is...
interacted with the techniques of asking questions, with the aim that medical assistant leads the conversation and find out the needs. Technique of asking open questions, as well as active listening represents the very core of this step of looking at the needs of doctors (pharmacist / chemist).

Phase 4: Presentation
The aim of this step is effectively presenting themselves (medical representatives), pharmaceutical company and medicine. Presenting skills are taught as well as any other. Knowledge about the medicine is a prerequisite localization for a medical assistant to go to visit. This is one aspect of the presentation. The other is to know and to be able to present the product, make brief explanations, clearly, concisely, using so-called NBC matrix (needs, benefits, characteristics). This matrix helps medical representative to explain that patients' needs that medicine meets the (patient's disease), which are the benefits of the interlocutor by applying this medicine (effect on specific disease and the patient) and what is the key composition (characteristic) of the medicine. It is particularly important that medical representative includes quality arguments with that certain product, link it with benefits and needs of medication and final step - presentation, to make a good summary.

Phase 5: Complaints
The aim of this step in the sales interview with a doctor (pharmacist) is effective neutralizing the complaints.
Medical representatives often do not like getting complaints from the interlocutors. But complaints are, in fact, a sort of treasure. Objections mean that the doctor (pharmacist / chemist) is interested in what the medical representative is saying. It is very important that the representatives do not take the complaints personally. They are best understood as a call to provide more information to the client, or as evidence of indecision of a doctor, maybe potential prescriber, or pharmacist, that will prescribe it in the pharmacy. This can be explained in the way that the interviewed person, is not sure that the specific pharmaceutical company is a solution for him in terms of cooperation or the specific medicine or medication is a solution for him (his patients). It is important to master the techniques of representative responses to complaints, and understands the specific complaints and resolutions. Preparing the "base of complaints" that the representative is expected to receive during visits, and adequate responses to the complaints of doctors (pharmacists), are sales tools that significantly strengthen medical representatives at this stage of the sales conversation.

Phase 6: Negotiations
The aim of this step is that the medical representative defends the value of the medicine, medication, bids. Physicians are not directly responsible for the cost, but they are indirectly responsible (positive list of medicines). For pharmaceutical - chemist, price/the cost (and bonuses) is one of the key elements of the negotiations. Therefore, medical assistants should present the costs after presentation of the product or offer to pharmacists. They should be prepared to defend the cost whenever the doctor (pharmacist) makes an objection to the cost. Defense of the cost may be focused on the cost difference, which can be minimized by the representative. S/he can investigate differences in the offers and solutions from the competition, or to find out with what the interlocutor compares his product or his offer.

Phase 7: Sale
The sales target is to conclude the sale with interlocutor (pharmacist, institutions) or to sell the idea to a doctor that your medication is best suited for him and his patients. In this step, representatives may use "suggestive selling" and thus a psychological impact on the decision of the doctor (pharmacist). It is important that medical representative examines the overall needs of physicians, pharmacists and make practical links with medicines offered through cross-selling ("cross selling").

Techniques of entering into agreement are coming at the end of the visit. These are techniques that push doctors (pharmacists) to the decision to purchase. But those are not a magic wand. Doctor (pharmacist) still has to make a positive decision. Techniques of entering into agreement on sale should be used carefully, use them at the right time, keep an eye on purchasing signals, and apply appropriate techniques of entering into agreement depending on the specific situation. Sometimes it
will be directly concluded, sometimes it will be the alternative, and sometimes it needs to be stopped and delayed for the next visit, if we are not sure that the interlocutor will make a positive decision.

Phase 8: Post sales activity

The goal of post sales is to improve existing sales. Sale does not happen just once. We should re-sell to the same doctor (pharmacist), and again, and again ... Doctors (pharmacists) are the only thresholds of pharmaceutical company and its medical representatives. They need to nurture, cuddle, watch out ... It is necessary to improve the existing relations, bind physicians (pharmacists) and create customers who are loyal business partners. New business philosophy and a new challenge for pharmaceutical sales teams is clienting (developing relationships with clients), [Geffroy KG, 1984].

Phase 9: Payment

The aim of this step is to come from the sold group to the paid group.

This section is important for the commercial sale of the product (pharmacies, wholesale). This step is called nine gates of hell ... " by sales force of pharmaceutical company. The principle which we will call the "10x10x10", clearly focuses sales teams on the ten largest pharmacy institutions by their turnover, ten largest borrowers and ten DPO (currency of payments). Presented phases in the sales process, along with sales tools, are just a key part of sales skills. It takes great effort, great work and a lot of applied skills and talent for presentation, to be able to tell that we are streaming to professional sales in the pharmaceutical activity. That is the goal and challenge of all pharmaceutical sales teams / forces.

During the presentation of consumer goods, a salesman tells "the story" to the buyer of the product following, for example, the AIDA formula: first, try to take the customer's attention (Attention), then keeps his interest (Interest), provokes desire in the customer (Desire) and encourage him to action (Action). During the sales presentation, seller all the time highlights the use for the customer, and highlights the features and products as evidence of these benefits. Generally there are three types of presentations: specially adapted presentations, structured presentation, and packaged presentations, official presentation by the company [Pacific, B. et al, 2006, p. 468].

4. CONCLUSION

In fact pharmaceutical companies have entered the process of change. In this process of change, medical representatives are getting reorganized and re-educated due to the changes of scenario in existing companies, and fear of possible getting fired. On the other hand, the new and larger pharmaceutical companies are competitive and have a goal to highlight their products because they have adopted more aggressive sales strategies. As a result of the new strategy the aggressive type of presentation is also increased. (Five different medical representatives promote the same medicine, with different strategies, to target group of prescribers). Medical representatives must make multiple visits to prescribers and to encourage them to prescribe their range of medicines, and thus increase sales. In this model, medical representatives are key actors. For example for the small oncology clinic where about forty medical representatives of different pharmaceutical companies, is included in direct visits to prescribing specialists-oncologists. Prescribers are forced, due to their daily duties, to plan a visit of medical representative of a pharmaceutical company once a month. This means that at least two medical representatives, every day come to the meeting with one prescriber, in order to support each of its pharmaceutical products.

Pharmaceutical marketing is specialized in the particular field of medical representatives, who are the spine and complete effort of the company, as we stated in the previous sections of this paper. Pharmaceutical companies allocate their medical representatives regionally, locally and link them to specific areas, where they meet with prescribers and make influence on them to prescribe their brands. In every country, there is an authorized distributor-wholesaler, which is distributing pharmaceutical products to retail-pharmacies. Patient visits chemist / pharmacists and buy prescribed medication, or medication that is advertised in the media, or as directed by pharmacist. The patient is the final beneficiary and the customer, but physician-prescribing is also a buyer of pharmaceutical companies. But for doctors prescribing the medicines, end users-buyers are more important, and that is why s/he wants a reliable supplier of prescription of medication. Prescribers are Core Customers.
and have the greatest trust, and therefore they are being awarded and sponsored by visits to the professional and scientific meetings, conferences, research projects, which is completely regulated in a transparent way. Wholesale distributors must have an optimal supply of products, and in cooperation with pharmacies need to plan new orders that may promptly pay and have at their disposal, and that every day, in the retail / pharmacies are available prescribed pharmaceuticals.

REFERENCES


