

# NEWSLETTER

PUBLICATION NO.2025 06- 020



## *Executive Presence for Pharma Managers: Showing Up Powerfully*



### | Lead Insight

In Indian pharma sales, managers are judged not just by what they deliver — but by how they show up. Executive presence isn't about wearing a tie or speaking perfect English. It's about the confidence, clarity, and calm you bring to every clinic visit, field round, and review meeting. Managers with presence inspire trust, control tense moments, and earn authority without forcing it. This issue shows how you can build yours.





## The Core Concept: What Managers With Presence Do Differently



### 1.They Control Their Energy Before Entering a Room

Calm is contagious. Strong leaders steady themselves before tense situations — whether it's a tough doctor call or a regional review.

### 2.They Speak with Clarity, Not Volume

Presence isn't about shouting or fancy words. It's about being clear, direct, and thoughtful in what you say, especially under pressure.

### 3.They Lead with Listening

Top managers listen more than they talk — with doctors, reps, and teams. It builds trust, diffuses conflict, and signals control.

*Managers are remembered  
for how they show up, not  
just what they say. This issue  
helps you show up calm,  
clear, and credible — every  
time.*



# Why Executive Presence Matters

A Center for Talent Innovation study found that 26% of leadership perception is driven by executive presence – how you carry yourself, speak, and handle pressure.

*It comes from:*

- **Gravitas** (67%) – stay calm, decisive
- **Communication** (28%) – clear, intentional speech
- **Appearance** (5%) – focused, professional presence

*Quick presence check before any key interaction:*

- Am I calm and clear?
- What’s my one message?
- Who should I hear first?
- Can I pause before reacting?
- Am I fully present here?

*Your presence shapes outcomes before your words do.*



## Professional Executive Presence Review Log

Date	Key Interaction	Context / Pressure Level	My Presence	Positive Behaviours	Adjustments for Next Time
Apr 15, 2025	Doctor Visit – Dr. Rao	Medium (Brand objection)	Calm, steady eye contact	Acknowledged concern, concise pitch	Pause longer after objections
Apr 17, 2025	Zonal Review Call	High (last-minute data issue)	Slightly defensive, rushed	Covered priorities, kept team focus	Slow tone, invite others' inputs first
Apr 19, 2025	Team Debrief Huddle	Low	Engaging, present	Recognized rep efforts, open Q&A	Watch filler words (“okay guys...”)



## Field Insight: A Real-Life Example

A Zonal Manager in Delhi struggled with low team respect despite good numbers. He began using a 3-minute reset before meetings, cut filler words, and paused before replying in tense moments. Within a month, his team called him “the most balanced manager in the region.” Presence isn’t natural — it’s practiced.

## *Final Takeaways*

- *Your presence influences outcomes before your words do.*
- *Calm, clarity, and listening build executive presence — not power displays.*
- *Use presence checklists and practice resets before every important interaction.*

