

# NEWSLETTER

INDITECH FOR INDIAN PHARMA MANAGERS



## HELPING GOOD REPS BECOME GREAT: WHAT SETS TOP PERFORMERS APART IN PHARMA SALES



Every team has those steady, dependable reps—the ones who show up, know the product, and build decent relationships. They're doing okay, but you know they have the potential for more.

The good news? With the right environment, coaching, and a few small shifts, average performers can become some of your strongest assets.



This week, we're sharing real-life stories from the field and practical strategies to help you bring out the best in every rep on your team.

## 1. REAL STORY: FROM ROUTINE TO REMARKABLE – ANITA’S JOURNEY

Anita, a rep from a Tier-2 city, had always been consistent but rarely cracked the top performance tier. With some encouragement and structured feedback, she made a few key changes:

- She began keeping a doctor-specific preference log—noting consultation hours, specialty focus, and even small details like preferred follow-up formats.
- She started sharing value-based content, such as relevant abstracts and new trial insights.
- Most importantly, she spent time shadowing a peer known for great rapport-building skills—and learned how to listen better and respond more meaningfully.

Six months later, Anita is not only exceeding targets but mentoring new team members.

**Takeaway: Growth isn’t about talent gaps—it’s about creating the space and support to grow.**



## 2. WHAT THE BEST REPS DO (AND CAN BE TAUGHT)

We spoke to Sanjay Kulkarni, a respected pharma training leader, who shared this:

“Top reps don’t just sell—they serve. They make the doctor feel heard, respected, and informed. That’s a skill anyone can build with practice.”

These reps:

- Plan calls with intent, not just routine.
- Build empathy-driven conversations around clinical needs, not just promotional messages.
- Follow up thoughtfully—timing their check-ins to add value, not pressure.

Good news? These are teachable habits. And your guidance as a manager makes all the difference.

### 3. SIMPLE STRATEGIES TO UPLIFT YOUR TEAM

Here are 5 easy, encouraging ways you can support your team this month:

Supportive Strategy	Action You Can Take
Joint Field Visits	Use your time together for supportive coaching—not just evaluation. Let them reflect on what they felt went well.
Highlight Small Wins	Celebrate efforts—like a well-prepared call or a newly opened clinic—even if the results take time.
Create a Peer-Learning Culture	Pair mid-level reps with high performers to exchange tips and experiences. It builds confidence and community.
Practice Objection Handling in Safe Spaces	Create low-pressure roleplay moments during team huddles. Keep it light and collaborative.
Recognize Growth Behaviors	Acknowledge consistency, preparation, and learning—even before targets are hit. People thrive on knowing they’re progressing.



#### FINAL THOUGHT

As a manager, your belief in your team is often the first spark that fuels their transformation. The difference between "good" and "great" isn't about being extraordinary—it's about feeling supported, challenged, and valued. Let's keep building teams where every rep feels they can grow, perform, and shine.