

MICROLEARNING THAT STICKS

HOW TO DESIGN REP TRAINING THAT WORKS



IN FAST-MOVING INDIAN PHARMA SALES, LEARNING CAN'T WAIT FOR CLASSROOMS. THIS ISSUE GIVES YOU READY-TO-USE TOOLS REPS CAN APPLY BETWEEN CALLS.

Lead Insight

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In the fast-paced Indian pharma market, managers often struggle to upskill reps without disrupting daily targets. Long training sessions rarely translate into action. What works better? Microlearning: bite-sized, practical knowledge delivered where reps are —on the road, in-clinic, or between calls.

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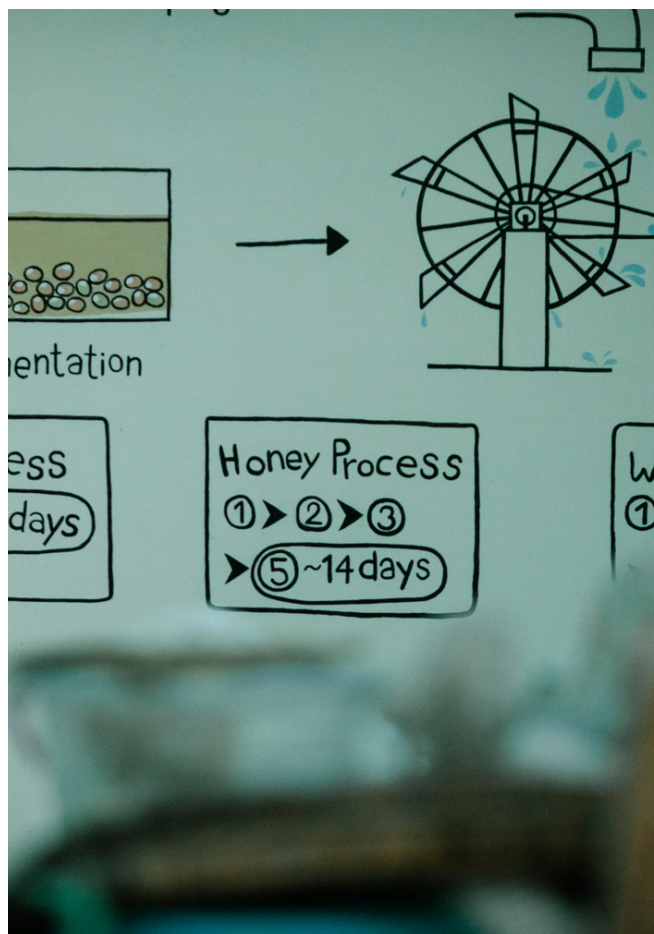
The Core Concept: Why Microlearning Works in Pharma

1. Time is tight. Reps juggle doctor visits, reporting, travel, and follow-ups. Short lessons respect their rhythm.

2. Relevance is key. Content must be immediately usable—"What do I say to Dr. Iyer tomorrow?" not abstract theory.

3. Retention improves. Reps remember more when they practice in real-world situations, not just watch a slide deck.

Microlearning works best when it's mobile-friendly, problem-based, and reinforced. It helps managers teach smarter, not louder.



Your Action Tools for the Week

☒ **Checklist:** Before Sending Any Rep Training, Ask...

- Is this one idea only?
- Can they use it today in a doctor conversation?
- Will it take under 5 minutes to consume?
- Can I follow it up in a week with a real example?

Use this checklist for every training video, note, or PDF you plan to share this month.



3-Block Microlearning Format

Use this for WhatsApp or audio training capsules:

1. Real-World Trigger

“You walk into a clinic and the doctor says, ‘I already use Brand X.’ Now what?”

2. Actionable Insight

“Start by validating their choice, then ask: ‘What made you choose Brand X for your patients?’”

3. Immediate Challenge

“Try this in your next 3 calls. Let us know what responses you got.”

➔ *Copy, customize, and send this to reps before weekly doctor round*



Worksheet: Microlearning Recap Tracker

Use this once a week to log what you've taught and what reps practiced.



Week	Topic	Shared How	Used By Reps?	Follow-Up Done?
Apr 15	Handling Objections	WhatsApp Audio	4/6 reps tried it	Yes – via team huddle

Field Insight: What It Looks Like in Action

Suhas, a Regional Manager from Nagpur, sent a 2-minute voice note to his team on how to handle prescription resistance. He asked reps to try one new sentence with doctors.

The result?

Two reps reported positive shifts the very next day—and one said, “Sir, this felt made for me.”

That’s the power of microlearning done right.



Final Takeaways

- Short beats long. Specific beats generic. Real beats theoretical.
- Don’t just train. Guide and observe.
- Microlearning isn’t just a format—it’s a mindset.