

# NEWSLETTER

## ***STRATEGIC THINKING IN SALES MANAGEMENT: FROM TACTICS TO VISION***

### **Lead Insight**

Most Indian pharma managers are excellent tacticians — they chase monthly targets, resolve doctor issues, and push for stock coverage. But what separates a good manager from a future leader is strategic thinking: the ability to see patterns, anticipate shifts, and lead teams with clarity beyond the next target. This issue helps you make that leap.

### **The Core Concept: What Strategic Managers Do Differently**

- **Think Beyond This Month**

Good managers ask: “What can I sell this month?”

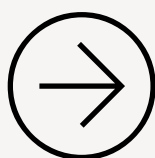
Strategic managers ask: “What patterns am I seeing that will shape next quarter?”

- **Balance Urgent vs Important**

Tactical managers spend 80% of time on doctor objections, daily stock issues, and CRM reporting. Strategic managers carve out weekly time to reflect on trends, territory insights, competitor moves, and rep capability gaps.

- **Build Plans That Align Business and People Goals**

Strong pharma leaders don't just chase sales — they build long-term doctor relationships, develop reps into future leaders, and position brands for future launches.



PHARMA SALES ISN'T JUST ABOUT THIS MONTH'S NUMBERS. GREAT MANAGERS ANTICIPATE THE NEXT SHIFT — AND LEAD THEIR TEAM TO IT.

## Your Action Tools This Week

*Checklist: Before Every Major Decision, Ask...*

- How will this impact my team or brand next month, next quarter, and next year?
- Am I reacting to symptoms or solving a pattern?
- Will this decision build long-term trust with doctors and reps?
- What's the opportunity cost of chasing this short-term gain?
- How can I align this action with our larger regional or therapy-area strategy?



### TEMPLATE: MONTHLY STRATEGIC SALES MAP

Focus Area	This Month's Priority	Future Opportunity	Action Owner	Follow-up Date
Doctor Loyalty	Improve coverage in 3 key clinics	Organize CME talk next quarter	RSM	May 22, 2025
Rep Development	Address poor conversion in Zone B	Field coaching with top reps	ASM	May 1, 2025
New Brand Awareness	Cross-sell during Brand A calls	Position for monsoon season surge	4 Reps	May 1, 2018

*Use this template monthly to track what matters beyond immediate targets.*

### Worksheet: Urgent vs Important Time Audit

At the end of each week, log your activities. See where your time's really going.

*Helps managers reclaim time for thinking, not just reacting.*

Task	Urgent?	Important?	Action Next Week
Call report follow-up	✓	✗	Delegate
Rep recruitment issue	✓	✓	Block time
Doctor complaint	✓	✓	Handle personally
Regional strategy review	✗	✓	Block 2 hours

### Final Takeaways

- Tactics hit targets. Strategy builds careers.
- Allocate time for strategic thinking — weekly, not someday.
- Use sales maps, time audits, and checklists to keep strategy actionable.

