

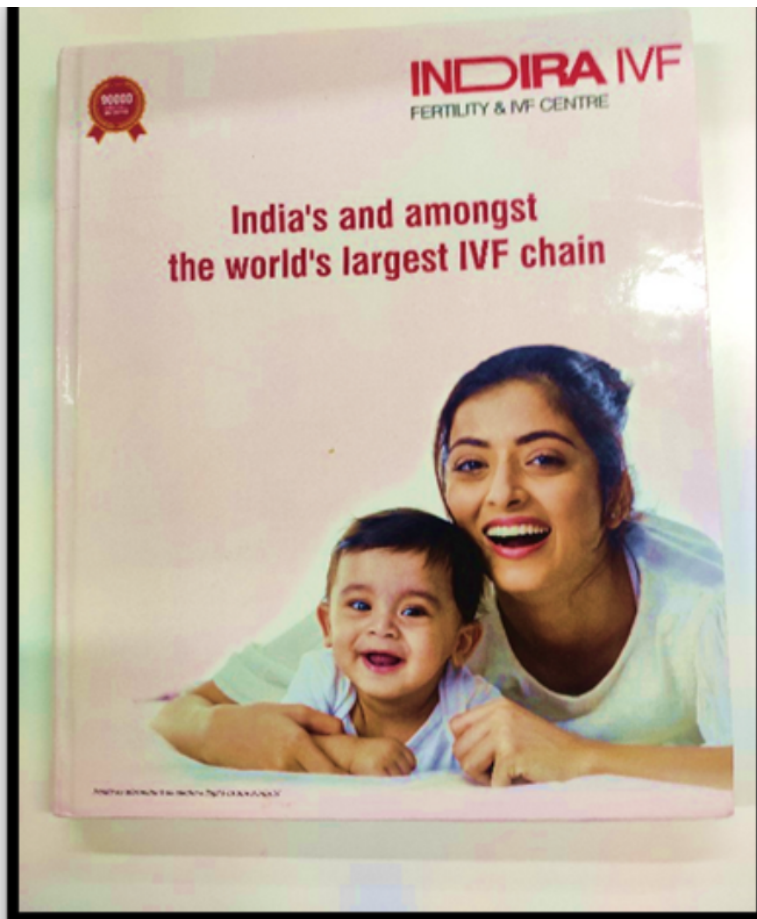


B2B Sales Dr Engagement Activities

Launch of Visual Aid – Pan India for B2B Sale Representative

Visual Aid is the popular name, given to a Spiral Bound collection of Printed Pages, depicting the Company Introduction, Company Achievement, Services provide by the company in detail and Unique Selling Points. As the name depicts, it's a visual aid or assistance which is provided to the discussion, which a Sales Representative needs to have with the doctor. Like, in a conference hall, any speaker taking the session, uses, a relevant PowerPoint Presentation on the Projected Screen with various slides, Visual Aid has the pages for multiple services.

The Sales Representative discusses each page with a focus on relevant points on each page, pointing with his closed pen as a pointer. This aids, the doctor to investigate the page & try to remember, as & when he requires to referred patients. Seeing is believing.



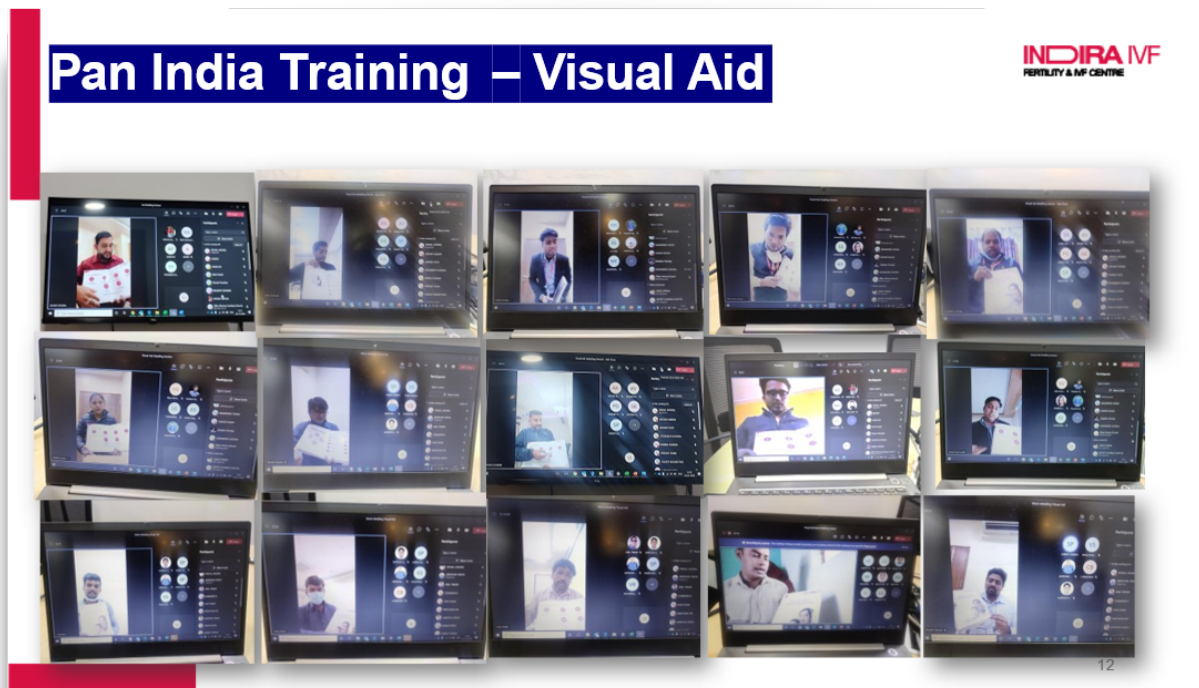


B2B Sales

Dr Engagement Activities

Visual Aid is the most important document & promotional material available for Sales Representative for easy and effective conduction of doctor calls. It is designed in such a way, that its weight & dimensions are critically evaluated. The sequence of the pages depends on the speciality of the doctors to whom the service is promoted, content on the page, number of pages for each service, and time is taken by each service are critically viewed while designing the Visual Aid. This ensures the Sales Representative spends quality time in the doctor's cabin and discusses relevant services essential unique selling points, so that, each doctor call, results in conversion of the doctor to become the loyal prescriber of the brand.

We have also done Pan India- B2B Mock detailing training on Visual Aid through Teams to call. As we have given each one a situation and they have to detail through



Patient Experience

Training on improved Patient handling at Pharmacy

The first step in developing employees' essential soft skills is to determine which soft skills are lacking. Defining the skills that are lacking helps their managers the opportunity to develop an improvement plan for those skills.

Feedback from patients has helped us clarify the skills that we need to impart for better patient handling needed at Pharmacy . The patient experience team undertook skill enhancement training for over 120 pharmacist Pan India.

A list of common query's which need better handling was shared by pharmacist team based on which further program was designed .

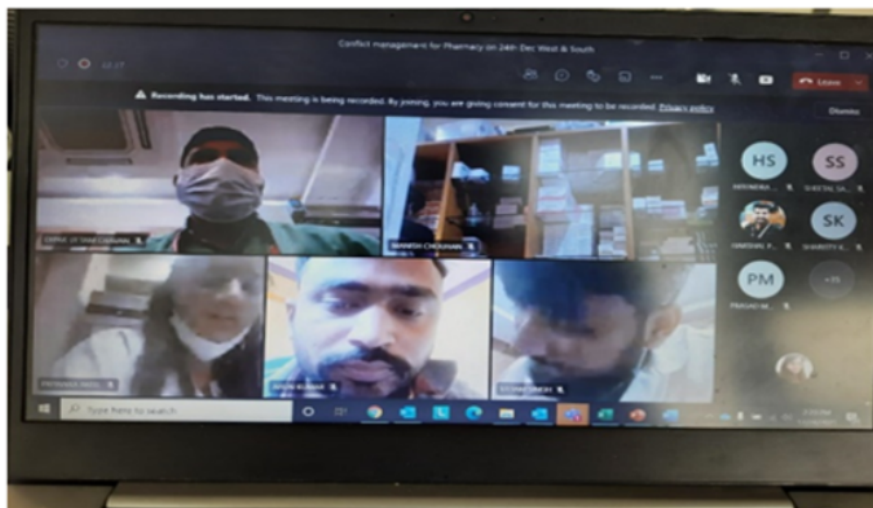
The team was guided on how to respond to patient queries using soft skills along with a guided response option which would help them.

Benefits -

- Improved confidence of team members to handle difficult query .
- Improved Patient handling skills and positive scores

Pharmacy training –Soft skills

INDIRA IVF
FERTILITY & MF CENTRE





Patient Experience

Team Feedback



SAUMYA P.

Dear mam, The training is helpful and we get to know how we should response in such situation if happens. It's been interesting as more we interact with each other the things became more clear in our minds. I would like to join such interactions in future if possible.

CK

CHETAN K.

dear madam, training was good, informatave, it has helped me develop my personality and be positive to deal with any situation either personally or professionally .



IHPL Pharmacist Asho...

Today

Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Tap to learn more.

Session on conflict management was very effective. All Team members was involved well. we look forward to attend more sessions in future.

Ashok kumar
Ranchi

13:28