

SVKM'S NMIMS

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Programme: M. Pharm + MBA (Pharmaceutics/PQA/PT/IP) **Year:** I **Semester:** I

Academic Year: 2019-20 **Marks:** 50

Subject: Pharma Selling Process, PSS & KAM **Time:** 2.00 pm to 4.00 pm

Date: 29 November 2019 **Duration:** 2 hrs.

Total Pages: 02

FINAL EXAMINATION

Section A

Compulsory Question

1 **Answer the questions based on the following case study, discussed in the class, summary of which is given below.** 20

How to Sell New Products

HBR Article By **Thomas Steenburgh and Michael Ahearne**

Senior leaders have great confidence in their ability to develop innovations, say the authors, but not in their ability to commercialize them. This may result from a lack of formal processes and effective talent-management strategies. Steenburgh and Ahearne suggest a new approach: Assess the skills of your salespeople systematically. Train them for knowledge and resilience rather than focusing on a product's bells and whistles. Create a psychological profile of the ideal buyer. And assign strategic account managers to your most important customers.

When new products are launched, the authors write, the best companies are strategically aligned, from the sales force to the C-suite. HR creates competency maps and works with sales managers to establish training and coaching programs. Frontline sales managers support the learning process that their reps go through in the field. And top leaders make sure that pressure to meet earnings targets doesn't stand in the way of future growth.

1/2

With respect to new product sales attempt the following questions:

- Mention 6 stages common to sales processes and what were sales people's biggest challenges in each process.
- According to the article, elaborate the traits of successful salespeople.
- Explain the benefits of strategic account management.

Section B

Attempt any 3 of the following 4 Questions

- Define SFA. What are the key benefits of implementing SFA, briefly explain any 5 (five).
- What is SFE ? Discuss different components of SFE.
- What is Key Account Management? How it is different from traditional clinical sales?
- A medical representative has a doctor's list of 180, divided in different categories as A1, A2, B and C. The frequency of visits and number of doctors in each category is provided in the table below:

Category	Percentage of Doctors of total number in the list	Frequency of visit
A1	10%	Once a week
A2	20%	Once a fortnight
B	50%	Once a month
C	20%	Once in 2 months

- What is his daily call average, if the number of working days in a month are 25?
- What are the total number of calls made by him in a month?
- What will be the impact on number of calls made, if he takes leave for 5 days in a particular month? Consider the call average calculated above for number of calls.