

# Model Curriculum

## Medical Sales Representative

SECTOR: **LIFE SCIENCES**  
SUB-SECTOR: **PHARMACEUTICAL, BIOPHARMACEUTICAL**  
OCCUPATION: **SALES & MARKETING**  
REF ID: **LFS/Q0401, V1.0**  
NSQF LEVEL: **LEVEL 4**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**LIFE SCIENCES SECTOR SKILL DEVELOPMENT COUNCIL**

for the

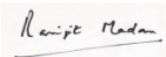
### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: **'Medical Sales Representative'** QP No. **'LFS/Q 0401 NSQF Level 4'**

Date of Issuance: **August 8<sup>th</sup>, 2018**

Valid up to: **July 31<sup>st</sup>, 2020**

\* Valid up to the next review date of the Qualification Pack



Authorized Signatory  
(Life Sciences Sector Skill Development Council)

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# Medical Sales Representative

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Medical Sales Representative”, in the “Life Sciences” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Medical Sales Representation</b>		
<b>Qualification Pack Name &amp; Reference ID. ID</b>	Medical Sales Representative LFS/Q0401, V1.0		
<b>Version No.</b>	2.1	<b>Version Update Date</b>	04-12-2018
<b>Pre-requisites to Training</b>	<p><b>Minimum qualification</b> – Diploma in Pharmacy /any relevant science discipline</p> <p><b>Maximum qualification</b> - Graduate in any discipline, preferably in Life Sciences / B. Pharma / M. Pharma / MBA</p> <p><b>Experience</b> - No prior experience required; Maximum age for Job Entry is 25 Years</p>		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>Outline industry eco system, regulations and ethical practice to enable him/herself for establishing the industry standards in his/her performance</li> <li>Monitor competitors by gathering market data on pricing/ new products/ marketing techniques and trade offers, analysing the same and in turn recommend the changes/ improvements in products/ services of the company</li> <li>Promote and sell products to potential and existing customers by managing the customer relationship without compromising on the standards and ethics</li> <li>Deliver product presentations including product specifications and product market image to health care professionals and recall pharmacology, drug composition, key characteristics and its mode of action, drug transport mechanism in human body, therapeutic drug and its classes, pharmacovigilance and disease management to enable him/herself for participation in discussion and establish the industry contacts</li> <li>Perform after sales services to the stakeholders in distribution chain</li> <li>Organise medical conferences and events</li> </ul>		

This course encompasses 3 out of 3 National Occupational Standards (NOS) of “Medical Sales Representative” Qualification Pack issued by “Life Sciences Sector Skill Development Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Orientation Module</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 03:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401 LFS/N0402 LFS/N0403</p>	<ul style="list-style-type: none"> <li>Collect information of key persons at hospitals, pharmacies and dealers</li> <li>Summarize the healthcare ecosystem including relevant govt. scheme, social security benefits</li> <li>Gather information about health and other relevant standards and the possible company's tie up with various regulatory bodies and authorities</li> <li>Explain regulatory authorities and government policies, rules and regulations (CDSCO/NPPA/MRTP Act) and their impact on business dynamics, relevant to Life Sciences industry</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
2	<p><b>Understand Role of MSR and Regulations for MSR</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 12:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401 LFS/N0402 LFS/N0403</p>	<ul style="list-style-type: none"> <li>Perform the occupation effectively as per company's standard guidelines</li> <li>Recall the organization structure and employment benefits in Life Sciences organizations</li> <li>Outline the role of MSR, required skills and knowledge (As per qualification pack) including its career path as well as identify the MCI code of conduct guidelines for MSR and UCP-MP Act</li> <li>Practice soft communication skills while communicating with doctors, physicians, pharmacists &amp; cross functional colleagues</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
3	<p><b>Major Stakeholders and Sale &amp; Distribution System in Pharma &amp; Bio Pharma</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 12:00</p> <p><b>Corresponding NOS Code</b></p>	<ul style="list-style-type: none"> <li>Follow-up with key persons at hospitals, pharmacies and dealers to ensure smooth coordination with product distribution related stakeholders</li> <li>Describe drug distribution system of pharmaceutical, vaccines, ayurvedic and homeopathic products and role of various stakeholders involved like CFA, distributor, stockist, and liaising agents.</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts

Sr. No.	Module	Key Learning Outcomes	Equipment Required
4	<p>LFS/N0401 LFS/N0402</p> <p><b>Understanding of Human Body: Anatomy and Physiology</b></p> <p><b>Theory Duration</b> (hh:mm) 08:00</p> <p><b>Practical Duration</b> (hh:mm) 04:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401</p>	<ul style="list-style-type: none"> <li>Summarize technical/ scientific data presentations and briefings about product and market</li> <li>Use the basics of general anatomy, physiology, and various systems of the human body while performing the product presentation to healthcare professionals</li> <li>Correlate medical specialities and their common diseases</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, Charts of Human Anatomy and Physiology</p>
5	<p><b>Pharmaceutical Science Basics for MSR</b></p> <p><b>Theory Duration</b> (hh:mm) 09:00</p> <p><b>Practical Duration</b> (hh:mm) 29:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401</p>	<ul style="list-style-type: none"> <li>Use fundamentals of pharmacology by defining related terms and their significance and basics of drug metabolism while performing the product presentation to healthcare professionals</li> <li>Classify methods of drug administration and various routes of drug administration</li> <li>Classify the therapeutic drug classes &amp; categories and their use in understanding the product</li> <li>Recall drug formularies and their relevance for product presentation</li> <li>Interpret technical/ scientific data presentations and briefings to deliver convincing presentations to doctors, pharmacists and other potential customers</li> <li>Summarize technical/ scientific data, presentations, briefings and clinical data supplied by company</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts</p>
6	<p><b>Orientation of Disease Management</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 16:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401</p>	<ul style="list-style-type: none"> <li>Monitor the activities of health services in a specific area/ locality</li> <li>Describe the concept of disease management &amp; its importance</li> <li>Describe process &amp; factors influencing the disease management processes at gross level</li> <li>Outline disease management for common diseases and various projects being run Nationally and internationally</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
7	<p><b>Organizational Policy &amp; Internal Processes at Work</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 00:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401 LFS/N0402 LFS/N0403</p>	<ul style="list-style-type: none"> <li>Follow the company's guidelines, process and standard</li> <li>Follow generic organizational policy &amp; various internal process relevant for MSR</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, Sample Forms for various organizational processes</p>
8	<p><b>Market Research and Analysis and Retail Chemist Prescription Audit</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 08:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401 LFS/N0402</p>	<ul style="list-style-type: none"> <li>Gather information about competitor's products, selling and promotional activities, current market information on pricing, new products, delivery schedules, promoting techniques</li> <li>Use the techniques of market research</li> <li>Perform the retail chemist prescription audit (RCPA)</li> <li>Identify needs of potential customers by going through the prescriptions given by the doctors to their patients in the defined geography</li> <li>Capture market information using appropriate IT tools and identify the strategies to meet the physician and pharmacist needs considering their working environment</li> <li>Perform the data analysis for the information collected during RCPA</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, Sample Brochure of Pharma Products, role play skits/ write ups</p>
9	<p><b>Pharmaceutical Marketing</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 32:00</p> <p><b>Corresponding NOS Code</b></p>	<ul style="list-style-type: none"> <li>Identify the role of marketing across product lifecycle</li> <li>Outline trends in life sciences marketing and implications of changing marketplace on promotional activities in Pharma/Biopharma/AYUSH sub sectors</li> </ul>	<p>Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	LFS/N0402		
10	<p><b>Orientation with Pre-Sales Activities</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 16:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>• Arrange appointments with medical professionals</li> <li>• Perform pre-sales activity in reference to communication strategies for products</li> <li>• Deliver presentations to doctors, pharmacists and other potential customers/ healthcare professionals</li> <li>• Practice basics of effective business communication and conduct effective business meetings</li> <li>• Identify Patient-Physician relationship and Physician-MSR relationship</li> <li>• Develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines, Role Play Skits
11	<p><b>Sales in Life Sciences</b></p> <p><b>Theory Duration</b> (hh:mm) 11:00</p> <p><b>Practical Duration</b> (hh:mm) 62:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>• Sell and promote medical and pharmaceutical products and services using basics of selling process.</li> <li>• Develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector</li> <li>• Identify different sales approaches in life sciences sales</li> <li>• Engage the potential customers using various methods, tolls and approaches to convince him/her to prescribe your products</li> <li>• Handle healthcare professional's objections by applying basics of emotional quotient (EQ) and product literature given by company</li> <li>• Identify the target population and strategy to reach sales and collection targets</li> <li>• Follow company's legal guidelines and pharmacovigilance process while selling products and providing after-sales service, including channelling queries through the company defined process understand importance of ethics, privacy and confidentiality for MSR</li> <li>• Deliver in-clinic presentations to healthcare professionals</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines, sample visiting cards, sample promotional material (Visuals), Role Play Skits, Daily Sales Call Report Sample, Inventory Report Sample, Sample Tour Plan



Sr. No.	Module	Key Learning Outcomes	Equipment Required
12	<p><b>Orientation on Pharmacovigilance for MSR</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 04:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>• Submit the daily and periodic reports in specific formats and as per schedule and SOP</li> <li>• Follow company's legal guidelines and pharmacovigilance process</li> <li>• Identify common terms used and their reference in pharmacovigilance system</li> <li>• Outline national &amp; international pharmacovigilance regulatory authorities</li> <li>• Perform basic processing of a typical "pharmacovigilance case" through case studies as and when required</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts
13	<p><b>Organizing Medical Conferences and promotional events</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 16:00</p> <p><b>Corresponding NOS Code</b> LFS/N0403</p>	<ul style="list-style-type: none"> <li>• Develop contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event (CMEs)</li> <li>• Use techniques for collaborating with other groups and divisions</li> <li>• Outline ideas from the event related to business/ brand/ company in identifying partnering opportunities during meetings/ seminars and providing support for event management</li> <li>• Manage events within the approved budget</li> <li>• Cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event and to plan and complete all logistical arrangements to execution</li> <li>• Practice planning &amp; organizing skills at work</li> <li>• Use information technology tools in organising conferences and events (CMEs)</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines
14	<p><b>Core Skills and Professional Skills related to MSR</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 10:00</p>	<ul style="list-style-type: none"> <li>• Practice the required skill set and learn application of related Core Skills and Professional Skills to gather information about the product and competitors</li> <li>• Practice the required skill set and learn application of related Core Skills and Professional Skills to promote and sell pharmaceutical/ biopharmaceuticals and AYUSH products to potential customers</li> </ul>	Participant Manual, Power point presentation, Case Studies, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Corresponding NOS Code</b> LFS/N0401</p>	<p>and for providing after sales service</p> <ul style="list-style-type: none"> <li>Practice the required skill set and learn application of related Core Skills and Professional Skills to organize medical conferences and promotional events (CMEs)</li> </ul>	
15	<p><b>Information Technology Skills for MSR</b></p> <p><b>Theory Duration</b> (hh:mm) 05:00</p> <p><b>Practical Duration</b> (hh:mm) 16:00</p> <p><b>Corresponding NOS Code</b> LFS/N0401 LFS/N0402 LFS/N0403</p>	<ul style="list-style-type: none"> <li>Compile and analyse the reports</li> <li>Deliver presentations using basic computer operating Skills</li> <li>Communicate using email</li> <li>Submit the online sales reports and facilitate the online product surveys</li> </ul>	<p>Participant Manual, Power point presentation, Computer Lab, LCD Projector &amp; Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster</p>
16	<p><b>English Speaking and Personality Development</b></p> <p><b>Theory Duration</b> (hh:mm) 100:00</p> <p><b>Practical Duration</b> (hh:mm) 80:00</p> <p><b>Corresponding NOS Code</b> LFS/N0402</p>	<ul style="list-style-type: none"> <li>Practice basics of communication while communicating with stakeholders, doctors, traders &amp; with other regulatory bodies.</li> <li>Pronounce the product name correctly</li> <li>Practice basic English grammar while communicating product specifications to target customers/ clients</li> <li>Practice corporate manners &amp; etiquettes while interacting with customers and stakeholders.</li> <li>Deliver presentation &amp; demonstration of the product with confidence</li> <li>Follow dress code as per organisation guidelines</li> </ul>	<p>Audio - Video lesson plan covering topics from Real life situation, Lecture, Games, Group Discussion, Case Studies</p> <p>Alison Free Courses to be covered in these modules:</p> <p>Social English Language Skills (<a href="https://alison.com/course/social-english-language-skills">https://alison.com/course/social-english-language-skills</a>)</p> <p>Practising English Language Grammar Skills (<a href="https://alison.com/course/practising-english-language-grammar-skills">https://alison.com/course/practising-english-language-grammar-skills</a>)</p> <p>Introduction to English Grammar-Vocabulary, Pronunciation and Listening (<a href="https://alison.com/course/introduction-to-english-grammar-vocabulary-pronunciation-and-listening">https://alison.com/course/introduction-to-english-grammar-vocabulary-pronunciation-and-listening</a>)</p> <p>Speaking and Writing English Effectively (<a href="https://alison.com/course/speaking-and-writing-english-effectively">https://alison.com/course/speaking-and-writing-english-effectively</a>)</p> <p>Skills for Speaking Effectively: The Art of Speaking (<a href="https://alison.com/course/skills-for-speaking-effectively-the-art-of-speaking">https://alison.com/course/skills-for-speaking-effectively-the-art-of-speaking</a>)</p> <p>Effective Communication and Sales Techniques</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
			<a href="https://alison.com/course/effective-communication-and-sales-techniques">https://alison.com/course/effective-communication-and-sales-techniques</a> Sales Techniques- Interacting with Customers <a href="https://alison.com/course/sales-techniques-interacting-with-customers">https://alison.com/course/sales-techniques-interacting-with-customers</a>
17	<b>On the job Training</b>  <b>Theory Duration</b> (hh:mm) 00:00  <b>Practical Duration</b> (hh:mm) 00:00  <b>OJT Duration</b> (hh:mm) 80:00  <b>Corresponding NOS Code</b> LFS/N0401 LFS/N0402 LFS/N0403	Perform information gathering about product and competitor under supervision of a mentor <ul style="list-style-type: none"> <li>Interact with customers for promoting and selling products and assist in providing after sales service to the mentor</li> <li>Assist in organizing medical conferences and execution of promotional events</li> </ul>	OJT Monitoring Report
	<b>Total Duration</b>  <b>Theory Duration</b> <b>160:00</b>  <b>Practical Duration</b> <b>320:00</b>  <b>OJT Duration</b> <b>80:00</b>	<b>Unique Equipment Required:</b> Participant Manual, Power point presentation, Computer Lab, Computer system, LCD Projector & Screen/ LCD Monitor, Mike, Sound System, Laser Pointer, White/ Black Board, White Board Marker/ chalk, duster, flip charts, sample brochures, medicines, sample visiting cards, sample promotional material (Visuals), Sample Drug Formulary, Charts of Human Anatomy and Physiology, Role play skits/ write ups, OJT Monitoring Report, Sample Forms for various organizational processes, Daily Sales Call Report Sample, Inventory Report Sample, Sample Tour Plan	

Grand Total Course Duration: 560 Hours (Includes 80 Hours of mandatory OJT)

(This syllabus/ curriculum has been approved by Life Sciences Sector Skill Development Council)

## Trainer Prerequisites for Job role: “Medical Sales Representative” mapped to Qualification Pack: “LFS/ Q0401, V1.0”

Sr. No.	Area	Details
1	<b>Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “LFS/Q0401, V1.0”.
2	<b>Personal Attributes</b>	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	<b>Minimum Educational Qualifications</b>	Graduate, Preferably B. Sc. / B. Pharma.
4a	<b>Domain Certification</b>	Certified for Job Role: “Medical Sales Representative” mapped to QP: “LFS/Q0401, V1.0”. Minimum accepted score is 80% as per LSSSDC guidelines.
4b	<b>Platform Certification</b>	Recommended that the trainer is certified for the job role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”. Minimum accepted score is 80% as per LSSSDC guidelines.
5	<b>Experience</b>	Minimum Four (4) years’ experience in life sciences (Pharmaceutical/ Biopharmaceutical/AYUSH) sales & marketing occupation for non-trained and non-qualified talent with graduation education qualification Or Minimum Two (2) years’ experience in life sciences (Pharmaceutical/ Biopharmaceutical/AYUSH) sales & marketing occupation for non-trained and non-qualified talent with post-graduation education qualification Or Minimum Two (2) years’ experience with Medical Sales Representative Level-4 qualified

## Assessment Criteria

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Medical Sales Representative</b>
<b>Qualification Pack</b>	<b>LFS/Q 0401, V1.0</b>
<b>Sector Skill Council</b>	<b>Life Sciences Sector Skill Development Council</b>

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each qualification pack will be created by the Sector Skill Council. Each performance criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for theory and skills practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on the assessment criteria below
5	To pass the qualification, every trainee should score a minimum of 70% aggregate in all NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the qualification

Assessable Outcome	Assessment Criteria	Total Mark (300)	Out Of	Marks Allocation	
				Theory	Skills Practical
LFS/N0401 (Gather information about the product and competitors)	PC1. regularly attend company meetings, technical data presentations and briefings	100	7	2	5
	PC2. knowledge of key persons at hospitals, pharmacies and dealers		10	10	0
	PC3. obtain the latest clinical data supplied by the company, and interpret, present and discuss this data with health professionals during presentations		15	5	10
	PC4. maintain professional and technical knowledge by attending educational workshops; reviewing publications and promotional inputs; establishing personal networks and contacts		12	2	10
	PC5. stay informed about health and other relevant standards		10	10	0
	PC6. monitor competitor's products and selling and promotional activities and gather current market information on pricing, new products, delivery schedules, promoting techniques, etc.		16	10	6
	PC7. monitor the activities of health services in a specific area		15	10	5
	PC8. analyze market data, evaluate results		8	5	3
	PC9. conduct retail chemist prescription audit (RCPA) to analyze business dynamics of competitive brands to share feedback and recommend changes to the company on its products, services, and policies		7	5	2
	<b>Total</b>		<b>100</b>	<b>59</b>	<b>41</b>
LFS/N0402 (Promote and sell)	PC1. travel to defined geographies to sell medical products and services basis monthly tour plan approved by manager	100	8	2	6

Assessable Outcome	Assessment Criteria	Total Mark (300)	Out Of	Marks Allocation	
				Theory	Skills Practical
products to potential customers and provide after sales service)	PC2. arrange appointments with doctors, pharmacists and hospital teams (this may include pre-arranged appointments or regular 'cold' calling) and dealers to understand drug effects, ADRs, etc.		10	2	8
	PC3. identify needs of potential customers by going through the prescriptions given by the doctors in the defined geography to their patients		8	4	4
	PC4. develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector		8	4	4
	PC5. deliver presentations to doctors, pharmacists and other potential customers, including through videos, other visual aids etc. as per company's standard guidelines		12	4	8
	PC6. perform product demonstrations and installations as per company's standard guidelines		12	4	8
	PC7. engage the potential customers using various methods, tolls and approaches to convince him/her to prescribe your products		12	4	8
	PC8. follow up on sale order to the completion i.e. delivery of product and revenue collection		6	2	4
	PC9. ensure the target orientation to reach (and if possible exceed) sales and collection targets (annual and monthly) of the allotted area/ territory to ensure meeting of sales forecast		8	2	6
	PC10. ensure optimum stock availability at the dealers/ stockist/ wholesalers so that it can be supplied to the customers, doctors, pharmacies and hospitals to meet demand		6	2	4
	PC11. follow company's legal guidelines while selling products and providing sales service, including channeling queries through the company defined process		10	6	4
	<b>Total</b>		<b>100</b>	<b>36</b>	<b>64</b>
LFS/N0403 (Organize medical conferences and promotional events)	PC1. cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event	100	14	6	8
	PC2. establish contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event		20	8	12
	PC3. suggest names of relevant people to be invited to the conference/ promotional event		12	8	4
	PC4. manage arrangements within the approved budget		20	8	12
	PC5. plan and complete all logistical arrangements to execution		18	6	12
	PC6. gain and spread knowledge from the event related to business/ brand/ company		16	6	10
	<b>Total</b>		<b>100</b>	<b>42</b>	<b>58</b>

Assessable Outcome	Assessment Criteria	Total Mark (300)	Out Of	Marks Allocation	
				Theory	Skills Practical
	<b>Grand Total</b>	<b>300</b>	<b>300</b>	<b>137</b>	<b>163</b>
	<b>Percentage Weightage:</b>			<b>45.7%</b>	<b>54.3%</b>
	<b>Minimum Pass% to qualify (aggregate):</b>			<b>70%</b>	