

Dr. Reddy's Laboratories Ltd.

Territory Manager Trainee

Job Profile Details

Placement Cycle

ARKA JAIN University - Placements 2024-25

Job Location

PAN INDIA

Date of Visit

NA

Position Type

Full Time

Expected Hires

NA

Sector

Sales

CTC

INR 400000

Category

Level 2 - General

Description

Dr Reddy's Laboratories Ltd (DRL) is an integrated global pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products - Dr. Reddy's offers a portfolio of products and services including Active Pharmaceutical Ingredients (APIs), custom pharmaceutical services, generics, biosimilars and differentiated formulations. The company's major therapeutic areas of focus are gastrointestinal, cardiovascular, diabetology, oncology, pain management and dermatology.

Key Skills Required:

- Communication, Positive body language in front of the Self-driven, takes initiative, collaborative, fast learning and positive mind-set.
- Influencing - selling the perception created by the PMT to the Convincing the chemist/ stockist to keep the stocks.
- High Energy Level - to cover territory and achieve targets of coverage of all levels of i.e. doctors, stockist, chemist etc
- Learnability to inculcate the product knowledge and marketing strategy related to products every quarter and quickly convert it to Rx in the doctors chamber.
- Perseverance To face the high rate of rejections associated with this job and keep the spirits

Sales Target Achievement: achieve growth and profitability in a given territory by generating prescriptions.

- Influences the doctor to prescribe products and has a

top-of-the mind recall of the

- RCPA - Check availability of doctor's requirement with the retailer and in case of non-availability, book orders for retailers and stockiest.
- Do regular potential analyses by auditing the prescriptions received by retailers, so as to understand the prescription trends of doctors, and modify communication strategy used accordingly so as to position products in a favorable manner.
- In Chamber CommunicationBased on the doctor product matrix, call objective, RCPA Finding position the call to achieve the objectives.Carry out the communication in the chamber by detailing products, discussing literatures or any study with the doctor.Demand specific prescription support from the
- Ensure all the inputs are invested as scheduled without deviations/dilutions of HO

CRM and Business Development:build customer and market base for achieving present and future business objectives.

- Understand the psyche of the doctor and ensure communication accordingly; Keep track of specific customer needs and provide feedback regarding the same to ASM / RSM / HO.
- Device innovative approaches and strategies to build strong relationships with
- Analyze doctor's behavior and combat unfavorable behaviors (like disinterest, favoring competitors etc.) by adopting the right strategy.

Compliance to field processes:Follow all the field processes as defined in the SOPs

- Daily / Monthly Plan of Doctor, Chemist, Stockiest Coverage
- Doctor Coverage Core / Non-core
- RCPA
- Sync of daily call reports
- Expense Statements
- STP & SFC
- Updates customer list as and when required

Stockiest Management:ensure a good relationship with stockiest and correct and timely sales reporting.

- Collection of Weekly and Monthly Secondary statement and analyze the same to assess the movement of products for better planning of subsequent week / month.
- Sharing feedback about customer/ activity with Stockiest for adequate product

- Liquidation plan for near expiry and slow-moving
- Breakage
- Ensure sales closing and formula order generation at each

New Product Launch: ensure successful launch of new products

- Conduct surveys for understanding the potential market for the new product
- Launch activities/ camps/ CMEs etc. as per plan to gather momentum for Rx for new products in liaison with PMT.

Details of the Placement Drive:

Date of Joining : 25th March 2025

Eligibility: Only MBA Female Candidates

Compensation : 400000 LPA

Open for Courses

- Jain - Arka Jain University Jharkhand

MBA (Semester)

1. Business Administration & Management
2. Finance
3. Human Resources
4. Commerce
5. Finance & Financial Management
6. Marketing
7. Marketing & Sales
8. Marketing & Finance
9. Marketing & Human Resource

Eligibility Criteria

MBA (Semester)

All students are eligible

Work Experience Criteria

No work experience based criteria defined yet!

Allowed Genders

[Y] Male students
[Y] Female students
[Y] Other Genders

Backlogs

Students with backlog(s) not allowed

Hiring Workflow

Resume shortlisting

No Venue/Time specified

HR interview

No Venue/Time specified

HR interview

No Venue/Time specified

Additional Info

No additional information