

Appendix III

Assessor's Score Sheet - Sample

<u>Job Role</u>	Medical Sales Representatives	<u>Trainee Name</u>		<u>UID Number</u>		<u>Batch</u>	
<u>Qualification Pack</u>	SSC/Q2212	<u>Training Partner</u>		<u>Date</u>		<u>Signature of Assessor</u>	
<u>Sector Skill Council</u>	LSSSDC			Marks Allocation		Marks Awarded by Assessor	
		Total Mark	Out Of	Theory	Skills Practical	Theory	Skills Practical
1. LSC/N0401 Gather information about the product and competitors	PC1. regularly attend company meetings, technical data presentations and briefings	18	1	0	1		
	PC2. Knowledge of key persons at Hospitals, Pharmacies and dealers		2	2	0		
	PC3. obtain the latest clinical data supplied by the company, and interpret, present and discuss this data with health professionals during presentations		3	1	2		

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	PC4. maintain professional and technical knowledge by attending educational workshops; reviewing publications and promotional inputs; establishing personal networks and contacts		2	0	2		
	PC5. stay informed about health and other relevant standards as well as adverse event related to product		2	2	0		
	PC6. monitor competitor's activity and products and gather current market information on pricing, new products, delivery schedules, promoting techniques, etc		3	2	1		
	PC7. stay informed about the activities of health services in a specific area		2	2	0		
	PC8. analyse market data and evaluate results to recommend changes to the company on its products, services, and policies		3	2	1		
		Total	18	11	7		
2. LSC/N0402 Sell products to	PC.1 Travel to defined geographies to sell medical products and services	100	4	0	4		

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	4	1	3		
	PC3. Identify needs of potential customers by as per prevalent demand in the defined geography by interacting with doctors	3	1	2		
	PC4. Develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector	7	2	5		
	PC5. Deliver presentations to doctors, pharmacists and other potential customers	3	2	1		
	PC6. Perform product demonstrations and installations	2	0	2		
	PC7. Convince potential customers to prescribe your products	2	1	1		
	PC8. Close sale to completion	2	1	1		
	PC9. Reach (and if possible exceed) sales and collection targets (annual and monthly) of the allotted area/ territory	5	2	3		
	PC10. Ensure Optimum Stock availability at the dealers so that it can be supplied to the Doctors, Pharmacies and Hospitals	2	1	1		

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	PC11. Follow company's legal guidelines while selling products and providing after-sales service		20	12	8		
			54	23	31		
3. LSC/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	3	1	2		
	PC2. Establish contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event		9	1	8		
	PC3. Suggest names of relevant people to be invited to the conference/ promotional event		5	5	0		
	PC4. Manage arrangements within the approved budget		5	0	5		
	PC5. Plan and complete all logistical arrangements to execution		3	1	2		
	PC6. Gain and spread knowledge from the event related to business/ brand/ company		3	1	2		
			28	9	19		
				43	57		
				Total			