

Pharmaceutical Sales Representative Job Description

Duties and Responsibilities:

- Work for pharmaceutical companies to drive sales and clientele for a product
- Carry out survey of industry demand and trend to identify a product target market
- Contact healthcare professionals such as medical technicians, doctors, and nurses to offer them products and convince them to make a purchase
- Oversee the publicity and awareness campaign of pharmaceutical products
- Collaborate with company sales team to design and implement strategies necessary for effective sales
- Elaborate product specifications, function and certification when offering sales pitches
- Build and maintain good trust relationship with clients in order to facilitate regular patronage
- Provide product samples to clients and upon request ensure the timely supply of ordered pharmaceuticals
- Conduct demonstration of product use/efficiency under specific conditions to confirm stated characteristics or showcase product usability
- Employ knowledge of product features and function in addressing and resolving customer complaints or issues
- Prepare and deliver sales presentations to clients
- Conduct research to stay up-to-date with industry trends, price, and market competition
- Maintain record of sales and ensure balanced accounts
- Participate in conferences and seminars to improve on existing job knowledge.

Pharmaceutical Sales Representative Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** To become a pharmaceutical sales representative you require a Bachelor's degree in a science discipline such as biochemistry, biology, and chemistry, or in other related courses. Having business related degrees in disciplines such as public relations, marketing, and finance can also suffice. Employers usually provide training programs to new pharmaceutical sales hires to bring them up-to-speed on work activities
- **Communication Skill:** Pharmaceutical sales representatives are well versed in interacting with clients to offer them sales proposals
- **Persuasive Quality:** As a key skill, pharmaceutical sales representatives are able to convince healthcare professionals to procure and prescribe pharmaceutical products
- **Negotiation Skills:** Pharmaceutical sales reps are skilled in conducting price negotiations with clients to reach a profitable bargain.