## **Contents**

Preface(vii)   Acknowledgement(ix)		
2.	Appointing Medical Stockists in Guwahati: A Case Study	12
3.	Stockist Negotiations on The Breakage and Expiry of Products: A Case Study of West Bengal	18
4.	Challenges faced by Pharmaceutical Companies in Dealing with Msra	24
5.	Developing Strategies for Handling Channel Conflict in Pharmaceutical Sales	36
6.	Establishing a Connect Strategy with the Doctors by the Marketing Team	47
7.	Targeting Doctors to Increase Delafloxacin Prescriptions in The Jabalpur Region: A Case Study	57
8.	Ring the Challenges of Patanjali Ayurveda: A Case Study	67
9.	Increasing Pcpm Productivity: A Case Study from Yavatmal's Pharmaceutical Market	79
10.	Strategies Adopted by a Pharmaceutical Company to Counter Pmjay Products: A Case Study	87
11.	Challenges Faced and Overcome by a Fresher Medical Representative in A Pharmaceutical	
	Company: A Case Study	97
12.	Recruiting Medical Representatives in Pharmaceutical Companies Today	107

13.	Company – Retailer Connectivity: A Case Study of	
	a Medical Representative from Balasore	119
14.	Sales Strategies for Boosting Expectorant Sales:	
	A Case Study	129
15.	Establishing the Cefuroxime Axetil Brand in	
	Rural Markets of North Bengal: A Case Study	136
16.	Training Process for Medical Representatives	
	of a Pharmaceutical Company: A Case Study	146