



Rolla – an online SaaS platform which fulfils all the needs of Sharp, Business Learning



Effective Learning.

Periodic Assessments. Leveraging AI/ML



Sharper Communication to Customers

Empower Your Team with AI-driven Excellence

Smart Mirror Explained

The Sales Pitch / Pharma Detailing : The Deal Maker or Breaker

- **Content**

- Structural flow – greeting, product detailing, close include demand for Rx
- Words used – Brand name, must-have mentions (indications/safety/ clinical trials/dosage, Cycle's priorities)

- **Delivery**

- Language – English & regional, Diction
- Emphasis, Voice modulation, Hesitation, Pauses, Corrections
- Overall Sentiment – Tone/Confidence

- **In-clinic**

- Handling of Visual Aid
- Eye-to-eye contact with Customer
- Listening Skills / Query Handling

Introducing

SMART MIRROR

AI-driven
Speech & Video
Analysis of Detailing

- For On-boarding & Skill Development
- For Self Improvement
- For Manager Evaluation

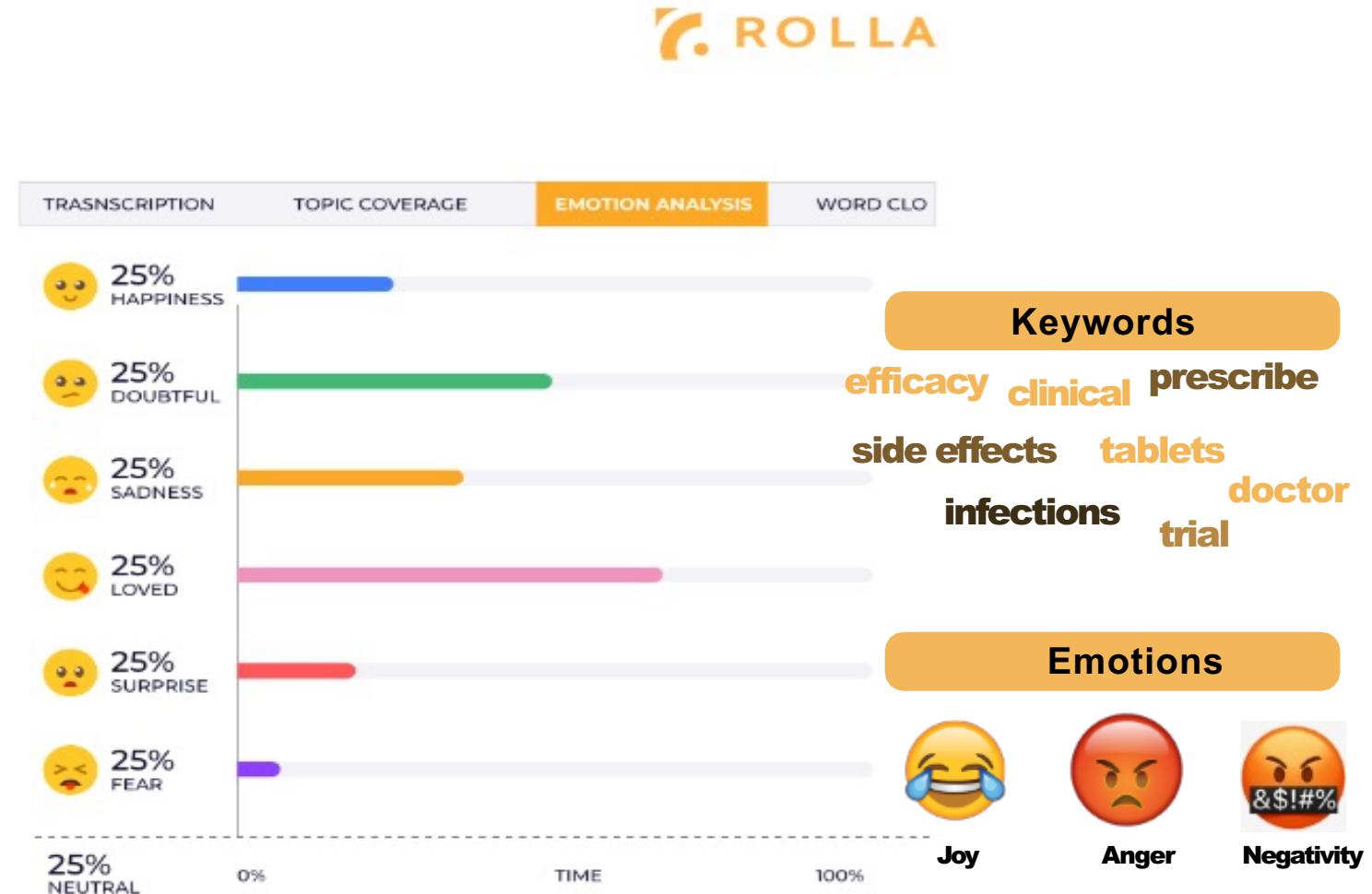
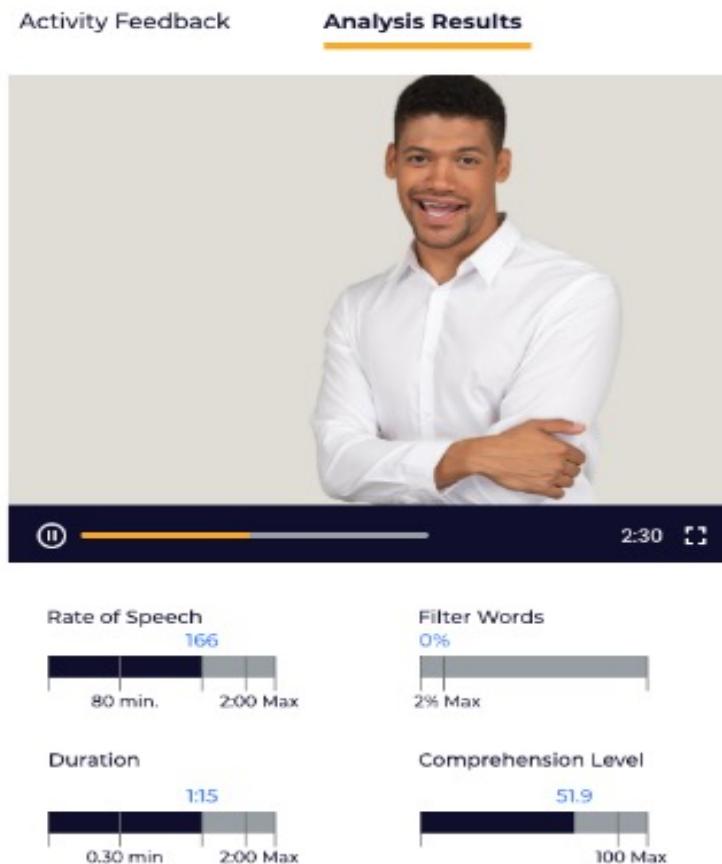
ROLLA Smart Mirror : Input





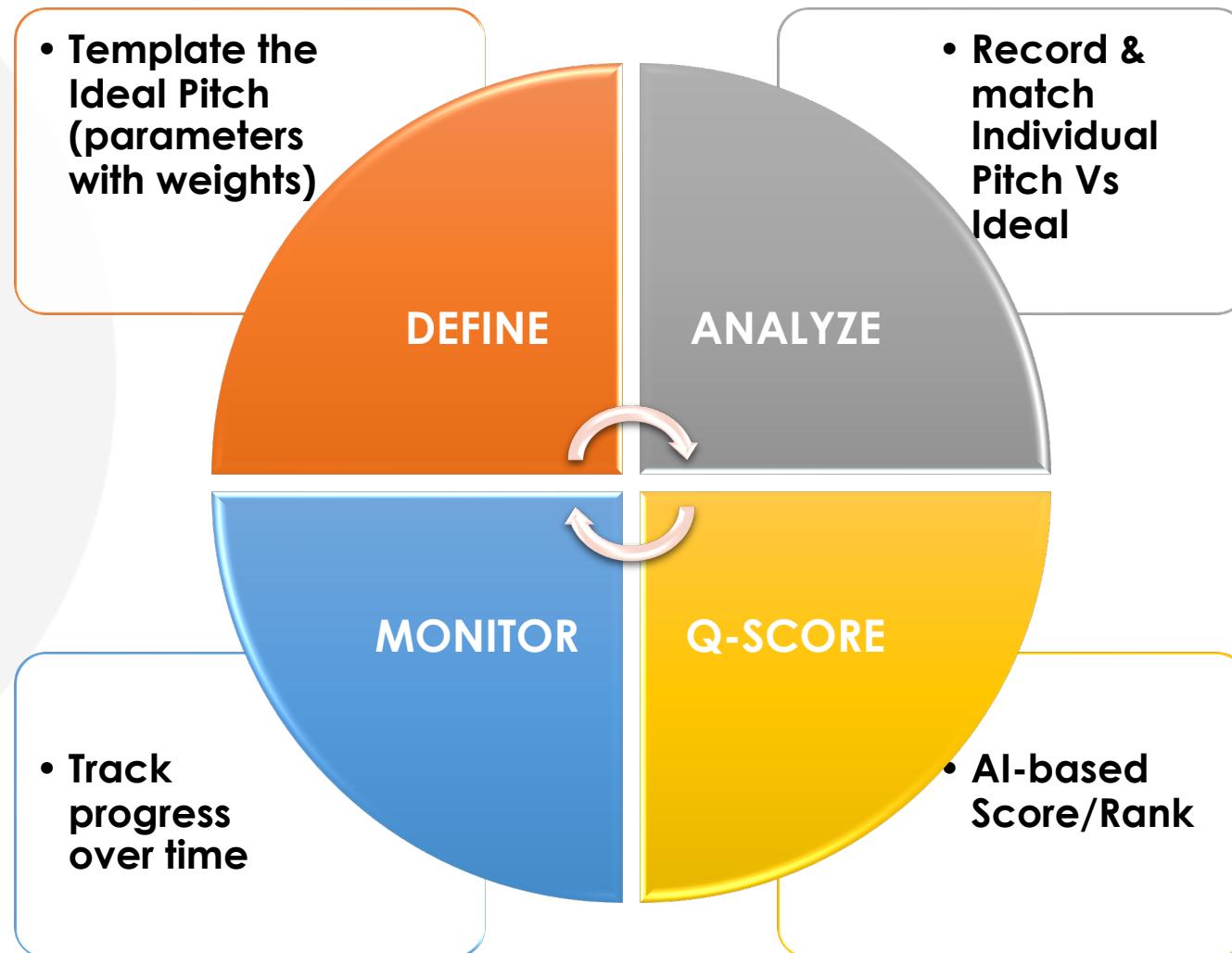
ROLLA Smart Mirror : Output

VIDEO ANALYSER





ROLLA Smart Mirror : Advanced Model





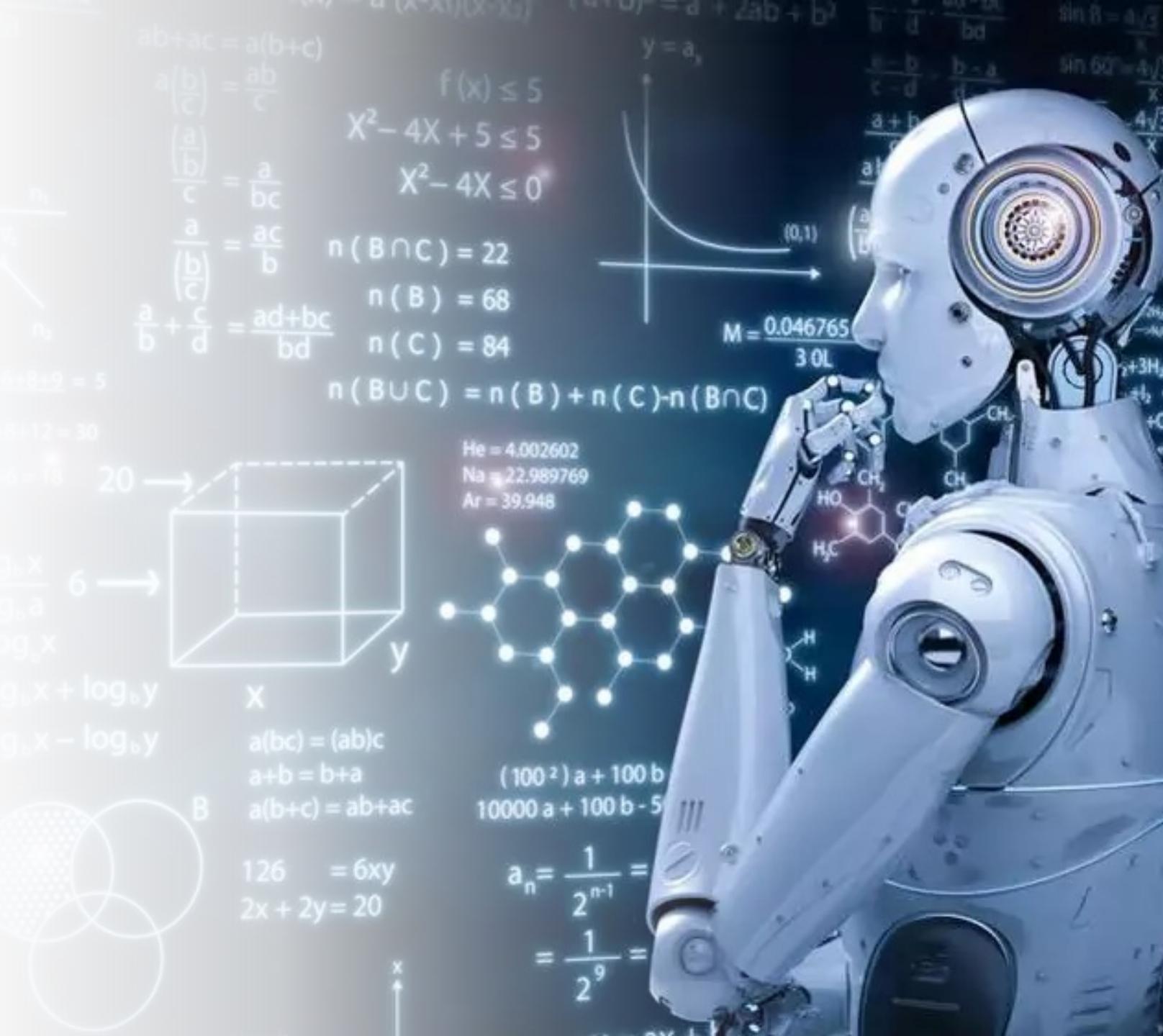
ROLLA Smart Mirror : Define an Ideal Pitch

- Company-specific, Brand-specific, Target Audience-specific, Cycle-specific
- Sample 2 minute Pharma Pitch (Detailing) Template

| Duration (Secs) | Section Name | Brands Required | Keywords Required |
|-----------------|-----------------|-----------------|---|
| 15 | Greet Doctor | Company Name | Hello, Good evening |
| 45 | Promote Brand X | Brand X, USFDA | Acute respiratory distress, hospital acquired infections |
| 30 | Promote Brand Y | Brand Y | Convenience, raw material, benefit patients, Side effects |
| 15 | Closing Line | | Stay safe, thanks, time |

Case

How Rolla *SmartMirror* Learns Indian Pharma Brand Names



How Rolla SmartMirror Learns Indian Pharma Brand Names



Transcript Level 1



Lockhart is a growing farmer company. Matthew Kobal is a nerve medication. Zahorik takes care of uric acid. Hallow weight is a steroid. Zathrian is an antibiotic. Benfotiamine is an antibiotic.

~~Lockhart~~ is a growing ~~farmer~~ company. ~~Matthew Kobal~~ is a nerve medication. ~~Zahorik~~ takes care of uric acid. ~~Hallow weight~~ is a steroid. ~~Zathrian~~ is an antibiotic. Benfotiamine is an antibiotic.

Wockhardt is a growing pharma company. Methycobal is a nerve medication. Zyloric takes care of uric acid. Halovate is a steroid. Zathrin is an antibiotic. Benfotiamine is an antibiotic.



Video is replayed - Applying the **Rolla SmartMirror** Level 1 learning

— **Lockhart** is a growing pharma company. Methycobal is a nerve medication Zyloric takes care of uric acid. Halovate is a steroid. Zathrin is an antibiotic. Benfotiamine is an antibiotic.

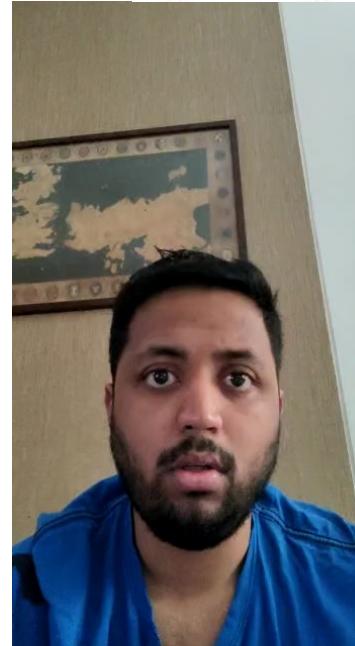
Level 2 corrections made

And so on, if needed



Evaluating Reps' Detailing with Rolla SmartMirror

Despite altered pronunciations



Work hard as a leading pharma company.
With high Koval is a no medication.
Pyloric takes care of uric acid.
Haloid is a steroid, zathrian is an antibiotic.
Benfotiamine is a vitamin.

Evidently needs better speech / training / practice

Case



How **Rolla SmartMirror**
Templates Work



New Management Course : The Pitch Plan

Good evening, I hope you're having a good day. I would like to tell you about a program that we're offering at Atlas Skill Tech University. It's called the MBA in management and entrepreneurship. Now, I'm sure that you've heard of a lot of universities offering the MBA program, So what makes our program unique? We offer access to interdisciplinary learning - We have multiple colleges in the domains of design, technology, media, animation and film. And the students of the MBA program get access to do these electives across the different colleges. You will also get a guaranteed observership afterwards. This bridges the gap between the industry and academia and allows you to practice the learnings that you go through with us. We hope you will consider this program and if you're interested you can reach out to me.

Key Words / Brands expected in the Pitch

Good evening, I hope you're having a good day.
I would like to tell you about a program that we're offering at **Atlas Skill Tech University**. It's called the **MBA in management and entrepreneurship**.

Now, I'm sure that you've heard of a lot of universities offering the MBA program, So what makes our program unique? We offer access to **interdisciplinary learning** - We have multiple colleges in the domains of **design, technology, media, animation and film**. And the students of the MBA program get access to do these **electives across the different colleges**.

You will also get a **guaranteed observership** afterwards. This bridges the gap between the industry and academia and allows you to **practice the learnings** that you go through with us.

We hope you will **consider this program** and if you're **interested** you can reach out to me.

Sections of the Pitch

Good evening, I hope you're having a good day.

Greet

I would like to tell you about a program that we're offering at **Atlas Skill Tech University**. It's called the **MBA in management and entrepreneurship**.

Intro to the Program

Now, I'm sure that you've heard of a lot of universities offering the MBA program, So what makes our program unique? We offer access to **interdisciplinary learning** - We have multiple colleges in the domains of **design, technology, media, animation and film**. And the students of the MBA program get access to do these **electives across the different colleges**.

USP#1 of the Program

You will also get a **guaranteed observership afterwards**. This bridges the gap between the industry and academia and allows you to **practice the learnings** that you go through with us.

USP#2 of the Program

We hope you will **consider this program** and if you're interested you can reach out to me.

Call to Action

Time Element added for deeper study

Good evening, I hope you're having a good day.

Greet

5s

I would like to tell you about a program that we're offering at **Atlas Skill Tech University**. It's called the **MBA in management and entrepreneurship**.

Intro to the Program

10s

Now, I'm sure that you've heard of a lot of universities offering the MBA program, So what makes our program unique? We offer access to **interdisciplinary learning** - We have multiple colleges in the domains of **design, technology, media, animation and film**. And the students of the MBA program get access to do these **electives across the different colleges**.

USP#1 of the Program

20s

You will also get a **guaranteed observership afterwards**. This bridges the gap between the industry and academia and allows you to **practice the learnings** that you go through with us.

USP#2 of the Program

15s

We hope you will **consider this program** and if you're interested you can reach out to me.

Call to Action

10s

Template for this Sales Pitch

| Secs | Section | Topics <small>Restricted to 1 per section for now</small> | Keywords / Brands |
|------|---------|--|--|
| | | | Required |
| 5 | 1 | • Greet | • Hello |
| 10 | 2 | • Intro to the Program | • Atlas Skill Tech University • BBA in Management & Entrepreneurship |
| 20 | 3 | • USP #1 of the Program : Interdisciplinary learning | • Interdisciplinary Learning • Design, Technology, Media, Film, Animation |
| 15 | 4 | • USP #2 of the Program : Industry participation | • Guaranteed observership • Internship • Partner corporate |
| 10 | 5 | • Call to Action | • Consider the course |

Evaluate Salesperson's Pitch v/s the Template

| Secs | Section | Topics <small>Restricted to 1 per section for now</small> | Keywords / Brands | |
|------|---------|--|--|-------|
| | | | Required | Found |
| 5 | 1 | • Greet | • Hello | ✖ |
| 10 | 2 | • Intro to the Program | • Atlas Skill Tech University • BBA in Management & Entrepreneurship | ✓ |
| 20 | 3 | • USP #1 of the Program : Interdisciplinary learning | • Interdisciplinary Learning • Design, Technology, Media, Film, Animation | ! |
| 15 | 4 | • USP #2 of the Program : Industry participation | • Guaranteed observership • Internship • Partner corporate | ✓ |
| 10 | 5 | • Call to Action | • Consider the course | ✓ |



How Rolla understands ‘Greet’

- How are you doing today Sir?
- Hello Sir – hope all good with you
- I am sure you are very well
- Hi good evening, I am sure you are doing well
- How do you do sir
- HI hope you are doing well
- Hello How are you?

How Rolla understands “industry participation”

1 of 2

At the end of first and second years we assure you of observership and
guaranteed observership
internship at a corporate partner respectively.
internship partner corporate

At the end of year one we get you guaranteed observership and at the
guaranteed observership
end of year two you are entitled to internship at any of our corporate
internship partner cor...
partners.

Post year one you get assured observership followed by internship post
guaranteed observership internship
year two with any of our corporate partners.
partner corporate

After the first year you will get guaranteed observership followed by
guaranteed observership
internship at a partner corporate after the second year.
internship partner corporate

How Rolla understands “industry participation”

2 of 2

You will also get a confirmed observership post year one and training internship
guaranteed observership
at a partner corporate post year two.
partner corporate

You are entitled to an assured observership after year one and
guaranteed observership
internship at an associate company after year two.
internship partner corporate

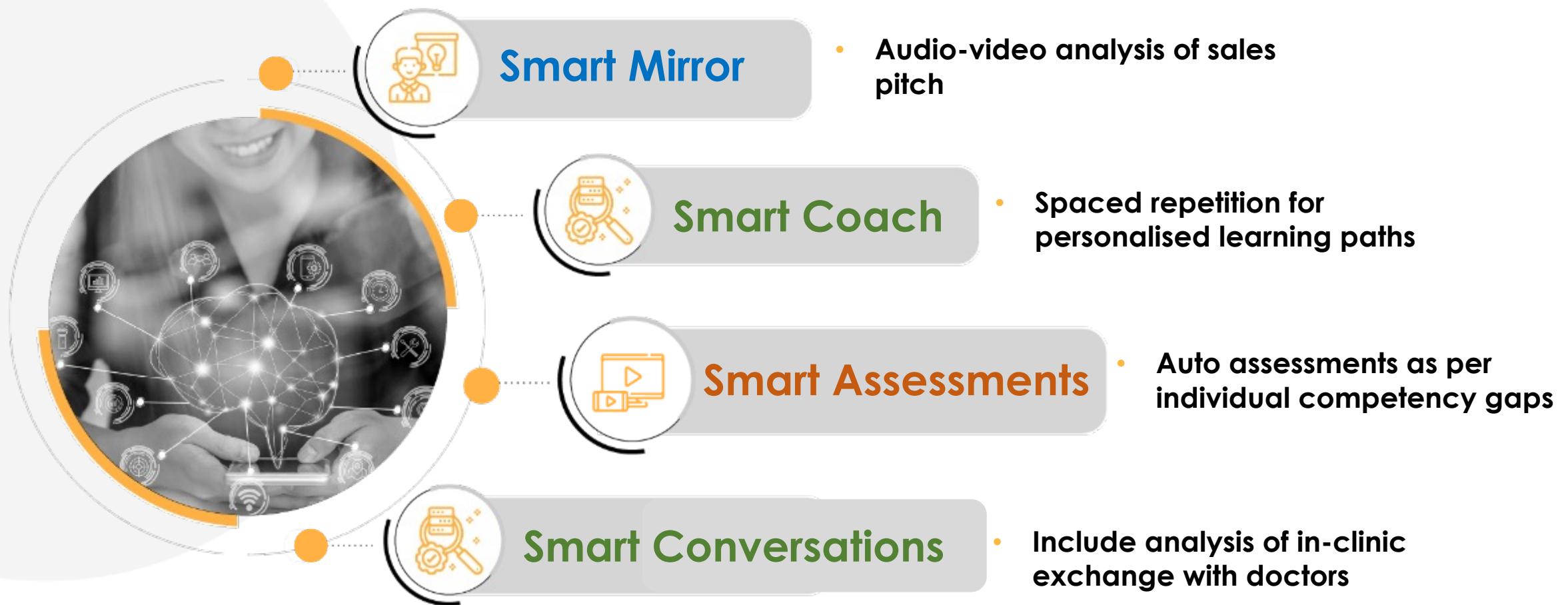
As a student we assure you of guaranteed observership at the end of
guaranteed observership
year one and internship at a partner company after year two.
internship partner corporate

There are two key benefits. A guaranteed observership after year one
guaranteed observership
and an internship at a corporate partner after year two.
internship partner corporate

BBA students get confirmed observership after year one and internship
guaranteed observership
at a partner corporate after year two
partner corporate

The ROLLA Artificial Intelligence Road-Map

Elevate, Intensify, Reinforce knowledge with AI-driven Excellence





READY. SET. ROLL.
www.rollalearning.com

staysharp@rollalearning.com
+91-98200 93869