|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ACRONYM** | **Steps** | | **Complete IMPACT** | | **Scoring** | | | |  |
|  |  | |  | | **2** | | **1** | **0** | Additional remarks |
| **I** | Introduction | | *"I am XYZ from Integrace Orthopedics, the youngest top 100 pharma company in India / the makers of Dubinor, Lizolid and Esoz / Trusted by more than 34000 Indian doctors / Leaders in treatment of neuropathic pain and PAD* | | Complete**I** **AND** voice clarity | | Incomplete **I**OR voice unclear | None | Check for the confidence and body language |
| **M** | Memorizing last visit | | *"I visited you last XX weeks ago and detailed ABC" "in my last visit, we discussed…... And …......" " Since \_\_ visits, I am promoting XYZ for your patients of \_\_\_\_. However, I am unable to get Rxs. Let me try it once again"* | | Complete **M** AND voice clarity | | Incomplete **M** OR voice unclear | None | Check for the confidence and body language |
| **P** | Probing | | *"Have you had an opportunity since then to prescribe ABC?" "Doctor, would you like more information on ABC" "Doctor, given a choice, what would you prefer the most in ABC (disease or therapy)?" "Doctor, what are your key concerns while treating patients of ABC (disease or therapy)* | | Complete **P** and voice clarity | | Incomplete **P** OR voice unclar | None | Keep a check on the type of question being asked. FSO should avoid interoogatory or questions that challenge doctor's decision. E.g. *Dr, why do you use XXX in ABC (indication)? Dr, Chemist told me that you use XXX for ABC patients. Why don’t you use YYYY?* |
| **A** | Articulation of relevant brand benefits | | *"Doctor did you know….<brand benefits> " "Check for detailing of brands that is****relevant****to the competition that the Dr is prescribing" FSO should be able to complete the features as well as benefits for the brand that he is detailing* | | Complete and **Relevant A** and Confidence | | Incomplete or**irrelevant** **A** and fumbling | None | Word "relevant" plays a critical role in terms of detailing as per the competitio in the said dr chamber. |
| **C** | Clarify doubts | | *Check whether the FSO asks about brand conviction In case of doubts, he should be able to handle it confidently Even if he borrows time and promises to answer then  - will be considered as 2 or 1 - based on the type of the question raised* | | Confident ability to**C** | | Incomplete **C** | None | Ask questions in terms of dosage / key benefits / price to confrim the FSO's confidence. |
| **T** | Take commitment | | *"Thank you for your time Doctor. I look forward for your prescriptions for <brand> in your next patient suffering from <Indication> Check for the ability to ask and quantify prescription demand.* | | Clear **T** with sampling and availability | | Incomplete **T** with or without sampling and availability | None |  |
| **Field** | | **Example** | | **Comments** | |  | | | |
| Coaching Title: | | SmartDerma Objection Handling | | Title of the coaching | |  | | | |
| Coaching Description | | You are going to meet Dr. Archana Pandey – a gynaecologist. She is in a OPD and has a caesarean section planned after an hour. Today, you are going to launch the new product EO Dine to her. | | Describe the scenario here - this will be visible to the learner | |  | | | |
| Background Information to the AI | | The conversation is about the launch of new product intended for Endometriosis. The doctor being in a metro has many such cases. | | Set the context for the AI. Provide detailed background. Giving more information can be helpful. However, the information should be relevant to the coaching scenario. | |  | | | |
| Customer Profile | | Dr. Archana is a doctor in her early 40’s having a practice for more than 15 years in the city. She has a OPD of 40 patients / day with at least two surgical procedures in a week. She owns the nursing home and has a attached pharmacy – Jawahar medical. | | Give a profile of the customer. | |  | | | |
| Product Details | | EO-Dine reduces chronic pelvic pain by 49% , Dysmenorrhoea by 44% , Dyspareunia by 20%. EO Dine inhibits ovulation & has high contraceptive efficacy. EO dine is effective in menstrual cycle regulation. Long term use of Dienogest can cause irregular bleeding (Breakthrough bleeding) & Bone loss. EO-Dine is safer and has great tolerability of upto 15 years of use. | | Details about the product | |  | | | |
| Suggested Objections | | * How EO-Dine is better than Dienogest? * Share the data of efficacy in Endometriosis. | | Some of the objections/questions that the physician might raise during the conversation. | |  | | | |