GET STARTED ACHIEVE BEST RESULTS FROM YOUR
Next POB Campaign

I AM GUESSING YOU
ARE HERE BECAUSE:

- You are struggling to manage PERSONAL ORDER BOOKING Campaign & not getting the desired results

- You are having trouble generating, tracking, monitoring, measuring and rewarding the effectiveness of PERSONAL ORDER BOOKING

Having worked with many pharmaceutical companies, I understand that it is crucial to see positive growth when you have implemented a PERSONAL ORDER BOOKING campaign. Your business relies on making products available. Without availability, we cant expect growth in sales. How great would it be if we could create a system for generating, tracking monitoring & rewarding process feasible and exciting for you?

While there are many ways to do this, this guide shares a simple and effective path on how most companies can do it in **4** steps

WE BEGIN TO ENSURE MAXIMUM IMPACT.

- I am taking the liberty of many a few assumptions before we begin to ensure maximum impact.

01 Your product availability is important to prevent bounce prescriptions and substitution

Your business leverage on chemist to dispense your medicine to the right patient at the right time **02**

03 While this method is system-oriented, you are committed & willing to adapt new ways to excel

You are willing to use this method for a minimum of 3 months, observe make tweaks and do it again **04**

I KNOW YOU GOT THIS! READY ?
STEADY GO !

ALL THE BEST #ROCKON

THE PLAN

Let me outline the larger vision of what we are trying to do here. Our aim is to get more retailers to make your product available by creating a system to acquire, monitor and reward The purpose of any P.O.B (PERSONAL ORDER BOOKING) should be availability i.e., making it present to **honor Rx and avoid substitution.**

What's if our business could generate business from retaining a chemist and ensuring availability even before the doctor prescribes the same? This is about creating massive value for your patients so that they get their medicine and you are able to build trust with your trade partners before any transaction.

With this in mind, we attach a consistent flow of P.O.B by mapping out a journey.

01 Identify key counters by mapping the same using field force

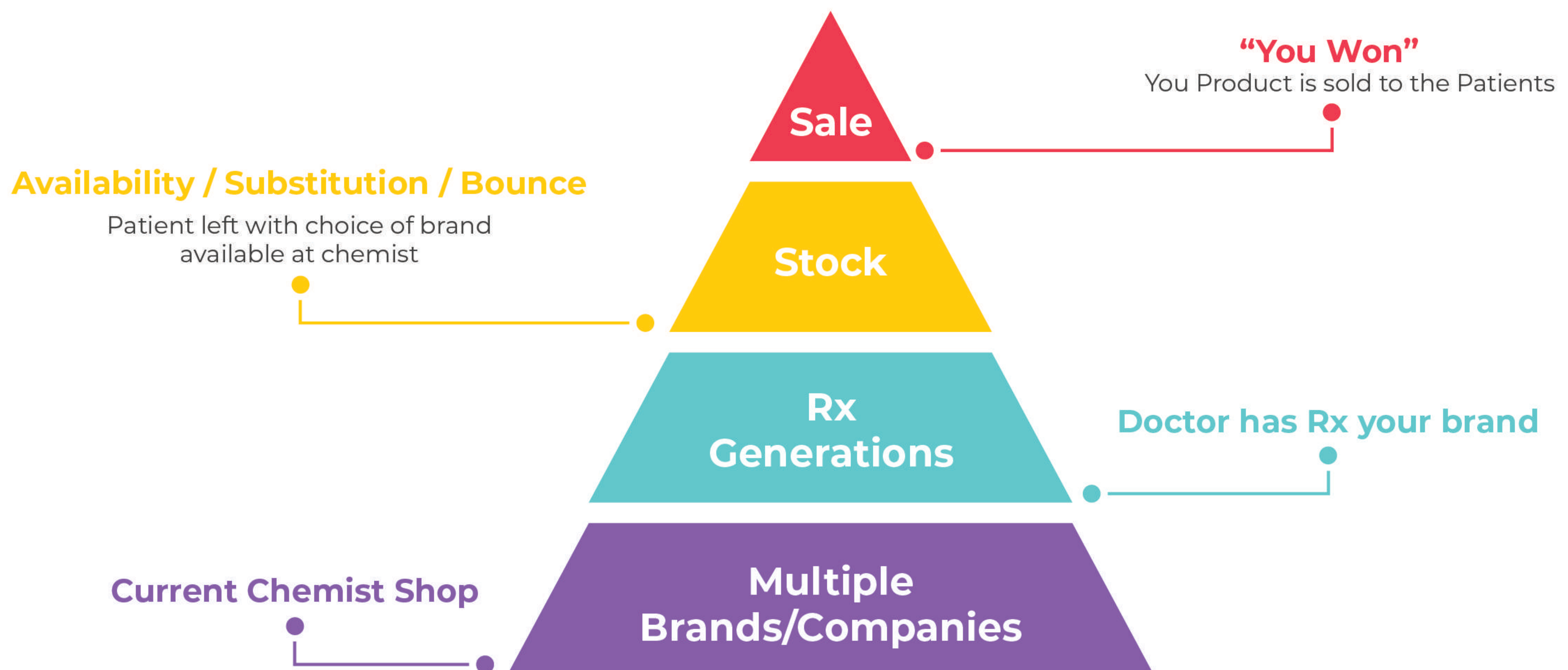**02** Designing the winning deal with no resistance, take NOW OFFER

03 Monitor, and verify the purchase

04 Reward the buyer

Let's look at this a little more detail

Understanding the chemist's mindset

Sale — "You Won" You Product is sold to the Patients

Stock — Availability / Substitution / Bounce: Patient left with choice of brand available at chemist

Rx Generations — Doctor has Rx your brand

Multiple Brands/Companies — Current Chemist Shop

- The purpose of this funnel at the top is to understand that chemist counter is fill with many multiple brands from multiple companies.

- In the middle of the funnel, patient are being prescribe your brand and itching towards sales. Our job is to make it available to avoid substitution & bounce prescription

" AT the bottom our medicine is sold, the cycle is monitored using system to verify the purchase, reward the chemist and take frequent feedback to monitor prescription habits of the doctor "

- Now that you have clear understanding of the plan, lets get started. Shall we ?

STEP: 1
Identify key Counters

In the digital age, information is very sought after resource. By gaining our prospective docor and chemist information. We make them aware of our brands with intention to inspire action.

To gain the attention of your customer, we first need to map the doctor and the nearby chemist and what's their motivation to buy are. We need the below information

1. Who is our customer ?
2. What are their purchase criteria ?
3. How do they purchase / stockiest alignment ?
4. Why only your brand (given the option he already has?)
5. When can they commit ?

This can be done by any brand across the board. But allow me to demonstrate with one example to make it easier to explain

1.Anti Infective Brand

WHO Identify Counters Kol Doctors

WHAT Estimate The Potential Of The Counter

HOW Structure The Scheme With Slabs

WHY Get Immediate Compelling Benefit

STEP 2
Drive launch and measure performance

In step1, we learned about attracting attention by creating systematic plan. Now we channel the attention in one direction, thus driving sales

Offer Design?

It is highly recommended to design the offer with respect to minimum order quantity and the process of placing the order

The brands should be clearly communicated on the information card. Slabs Vs Cashback can be offered to get immediate attention of the buyer.

> *The order can be placed by the medical representative to the desired stockiest. This process can be automated to get relatime information of the counters and the order being placed by the counters.*

SAMPLE BONANZA CARD

Regular communication with the chemist counter about the offer can be send via Whatsapp, or SMS which acts as an additional reminder and catalyze the efforts of the medical representative on his next visit.

The offer should not contain a very high quantity of purchase else the activity will not serve the desired purpose. Make it lucrative for the chemist to participate. Cashback offers such as amazon vouchers, UPI instapayment can be explored for immediate attention of the retail chemist.

STEP: 3
Monitor, Verify the Purchase

Now that we have successfully got the order from the chemist. How can we verify the purchase to ensure the product is now available?

- System to verify purchase by the chemist can be via online system to check invoices and key metrics includes

- The system should enable to avoid of duplicate invoices and approval can be done by a third-party agency or line manager

- Threshold of maximum quantity to be introduce to avoid misuse of the activity.

- Stockist can also be involved to check the delivery is done or not. Strockist sales statement can be asked to validate the claim made by the retailer.

KEY METRICS

Invoice Number

Invoice Date

Retailer Name

Distributor Name

Brand

Quality

Reward the Buyer

- Eligible chemist, post verification can be sent for payouts

- Payout option as opted by the chemist to be considered for immediate release

- Post-release communication to the retail chemist and sales rep. is to be done to ensure transparency and faith in the system

- An audit check can be introduced to check the claims before the release

- The payout can be outsourced to agencies and updates of the same can be done using online portals
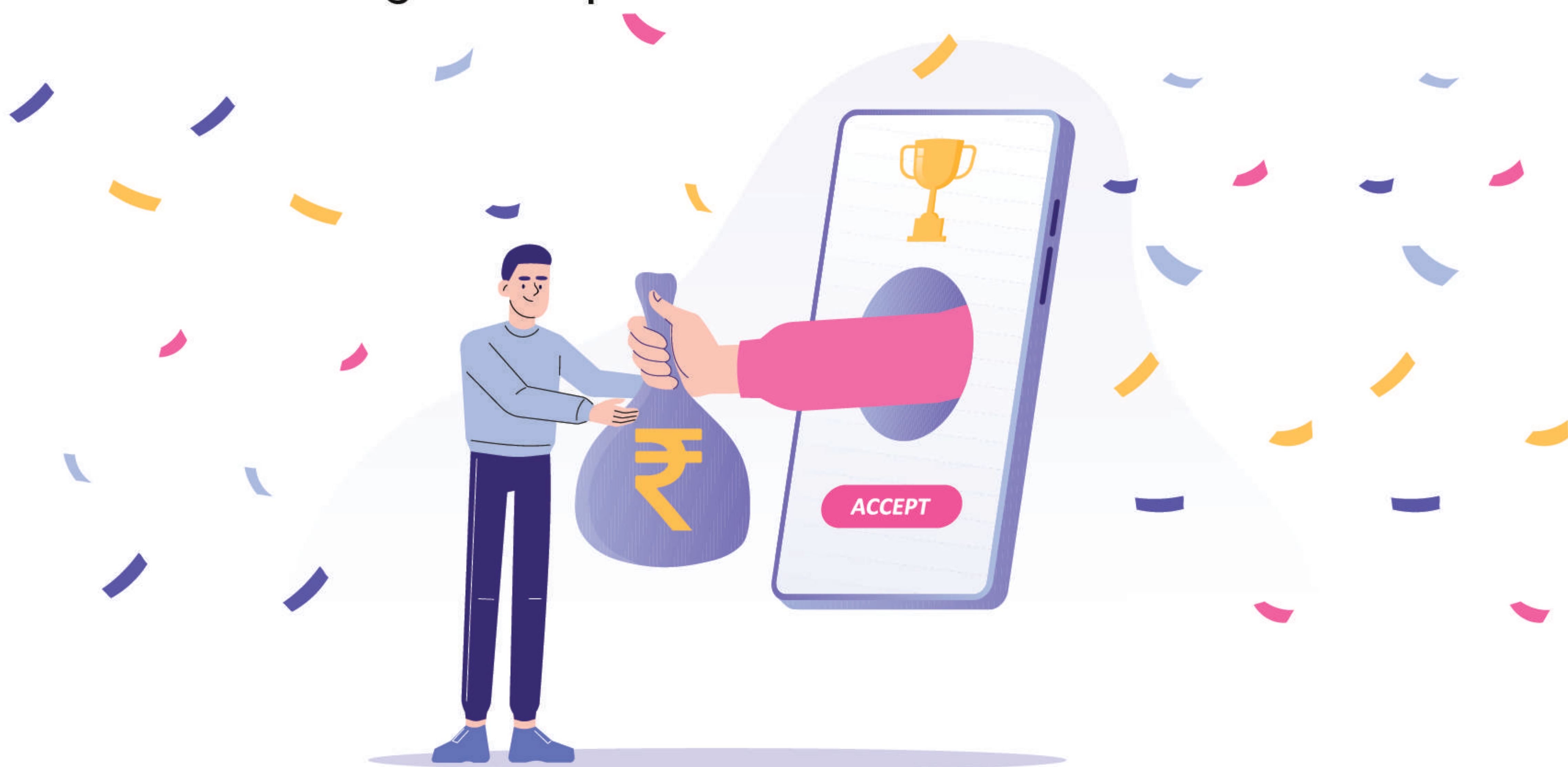
- As a bonus, let me share my 10 Do's & Don't in executing POB activity.

Click Here

CONGRATULATIONS !

- With that we come to the end of this guide

- I am certain that the "4 powerful steps to acquire POB like a champ" workbook guide has given you a clear roadmap to take your campaign to the next level.

- I'd love to extend more support to help you accelerate your journey. Don't hesitate to reach out for a free 30 min clarity call on how you can fast track this journey of getting more leverage

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