

# Sky – PharmaCRM



## Skysoft Consultancy Services

Skysoft is a software product company has created Sales CRM application for Pharmaceutical industry having deep industry specific expertise. Our product will help your team to manage sales activities effectively and equip you with the tools needed to analyze data crucial to your pharma business. The solution is available On cloud and on premises model.

## Pharma Sales CRM

Today challenges for the sales representative in the pharmaceutical industry has become tougher and tougher owing to the increase in competition and marketing focus has been shifted from top line to bottom line. Increasing the profitability is quite challenging one.

In spite of technology advancement and digital marketing, business development of Pharmaceutical companies is predominantly depends on medical representatives to reach the product messages to doctors. Hence the time and cost incur on medical representatives has become imperative to optimize to the fullest extent in order to extract the effectiveness of the medical reps. Since time is a constant factor to everybody, effectiveness can be achieved by reducing ideal time and unproductive sales call.

This optimization of the sales reps effectiveness is feasible only by implementing Sales Force Automation tools to **Plan**, **Organize**, **Implement**, **Monitor** and **Improve** the processes.

By implementing CRM application in an organization will have a radical change from the legacy approach, which enables sales and marketing to redefine strategy to adopt Doctor's engagement and motivational plan based on

Doctors who is more responsive to our brand and less responsive.

By providing right information about the Doctors the field force would able to work more productive on the field.

## Challenges

- Creation of tour plan by sales teams and approval.
- Fixing priority on Doctors and organize visit plans
- Effective utilization of samples and gifts
- Territory segmentation based chemists & hospitals potential and dynamic reorganize based on their growth
- Submission of Daily Call Report & settlement of expenses claim details
- Capture market info instantaneously



## SKY- PharmaCRM

To optimize the sales force efficiency by effective Management of their activities such as:

- Ability to manage the appointments.
- Daily reporting.
- Tour Plan generation and approval.
- Remainder on Activities in order to prioritize the activities.
- Focus on untapped accounts
- Market feedback

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## Sales Force Automation

- Ability to define territory definition and define sales force and their reporting hierarchy.
- Provision to define Product classification and management about the details of product.
- Categorize the contact details as Doctors, Chemists, and Stockiest etc.
- Defining Doctors profile, specialty, MR meeting time and date, priority, No. of visits in a month, product associated etc.
- Tour Program scheduling by the MR and forward the same for approval work flow.
- Appointment scheduling and maintenance
- Auto creation of daily call plan (DCP) based on Tour plan and appointments fixed.
- Ability to update Daily call report on fields in an effortless user-friendly with minimal inputs and clicks.
- Samples distribution management to track the sample inventory
- No need of separate Expenses claim, integrated as a part of DCP.
- Leave request and approval
- Sales Force Target assignment & monitoring
- Provision to upload the primary and secondary sales from the Stockiest
- Daily Order booking
- Real time reports and MIS reports on various dimensions
- Notification and team communication.

## Key Features

- ✓ Flexible Implementations- Both cloud and on-premise deployment models.
- ✓ Territory Segmentation
- ✓ Maintain Contact Management (Doctors, Chemists & Stockiest)
- ✓ Monthly Tour plan and approval
- ✓ Appointment Fixation
- ✓ Daily Call report & approval
- ✓ Expenses Claim Management
- ✓ Sample & Gift Management
- ✓ Client's vital and Field updates
- ✓ Intuitive reports
- ✓ Dashboard & MIS reports
- ✓ On public/private cloud
- ✓ Works on browser in PC/Tab/Mobile



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