

## TOP COMPANIES TO SELL FOR RANBAXY

### All about sales

#### Please give a general overview of the products your sales team sells?

Ranbaxy is engaged in the sale and distribution of generic prescription products in the South African healthcare market. 70% of our products are anti-infectives, we have a presence in CVS as well as CNS markets.

#### How would you describe the type of sale made by your sales team?

Our sales force focuses on specialists, GP's, as well as independent and corporate pharmacies to ensure prescription generation at doctor level, and product availability and accessibility at dispensing level. Our specialist sales team engages with specialists on a more technical & intellectual level, while the product sale at pharmacy is more a commercial & service based sale.

#### Who do your sales people typically sell to?

We sell to wholesalers that distribute our products to the trade. Our sales staff also engage with dispensing doctors, pharmacies (independent and corporate), as well as hospitals. We also focus on general practitioners to endorse and script our products.

#### What is the average length of a sales cycle in your business?

The sales cycle in our industry is six weeks for scripting doctors and four weeks for pharmacies and dispensing doctors.

### Sales support

#### Describe your company's ongoing sales training methods?

It is important for Ranbaxy to provide the best possible training for all staff. At the time of joining, our new representatives undergo a full induction, which covers procedures and policies, as well as an introduction to all relevant internal support staff as well as sales staff. We have an in house trainer that provides detailed training on pharmacovigilance, basic anatomy and physiology as well as product specific training to our sales force. Our sales staff has recently completed SPIN training to add additional value to our customers during all sales calls.

#### Describe your company's sales culture?

An organisation can be structured in many different ways, depending on their objectives. Ranbaxy is a High Performance Company, with a clearly defined structure, but also has the

flexibility to adjust to challenges and the fast moving pharma environment. Our culture is definitely a culture of "go getting", and we have an open door policy for staff to engage with management on an informal basis. We challenge our staff constantly to identify new business opportunities and to retain current business partners.

#### Describe the sales management style and culture?

Our managers appreciate distinctiveness in our sales staff and their thinking and welcomes suggestions and change. However, we do still believe in discipline to get the basics done, and we set clear objectives and measure what gets done. There is a strong emphasis on teamwork, as well as individual mentoring and coaching to ensure we develop and enable our staff to reach their maximum potential.

### Joining our organisation

#### What can newly-recruited junior salespeople in your organisation expect as remuneration?

All sales staff will be offered a basic, car allowance, contribution to a medical aid, a cell phone allowance and a very lucrative commission structure.

#### What are the minimum requirements for a new sales candidate wanting to apply for a vacancy? (i.e. two years of previous sales experience, professional degree, etc.).

Our criteria for a "rookie" would be selling skills, and the ability to build strong relationships as well as good organizational and planning abilities.

We have a range of specialised products, where a recognised qualification, preferably a 3 year life science diploma or degree, would be an advantage, as well as 2 years sales experience within the pharmaceutical industry

#### What is the potential career path for top sales performers in your business?

We have an in house developmental programme, where our medical sales representatives could be promoted to either senior or executive sales representatives, depending on certain criteria that must be met. Executive representatives with the relevant skills can progress to management level i.e. product manager, tender manager or regional sales manager if opportunities become available. Ranbaxy Global created an interactive data base where opportunities are advertised to allow staff to apply for international assignments.

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WILLIE HAVENGA: NATIONAL SALES MANAGER

#### What is the best piece of advice you would give to a new salesperson joining your organisation?

It is important to get to know your products and the company; we have an open door policy and value new suggestions and ideas. We also offer support to any challenges you might face while working at Ranbaxy. Focus on the task at hand and run your territory as you would your own business. Work smart and be focussed.

### Sales incentives

#### What sort of sales incentives are in place for your sales team? (i.e. annual travel incentive, weekly spot prizes, quarterly bonus, etc.).

We implemented an incentive scheme that rewards sales performance on 3 tiers, which not only rewards older products, but also ensure that we focus on our new products. We offer a monthly incentive scheme which focuses on regional, individual and top 20 brands achievement.

#### Who is the primary contact at your organisation for a salesperson wishing to apply for a position?

If you are interested to work for Ranbaxy Pharmaceuticals please forward your C.V. to info@ranbaxy.co.za

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