

# Trade Marketing – New Age Strategies

## SPEAKERS



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# Solving Floating Prescriptions & Availability Gaps

As our speaker Mr. Manish explained, generating prescriptions has limited impact if the product is not available at the nearby pharmacy. Floating prescriptions usually happen because patients look for convenience or savings. They either want to buy the medicine from a chemist closer to home, or they check multiple stores to see where they can get a better discount on the prescribed products.

**He also highlighted that brands face objections because companies focus more on doctors and less on chemist engagement. Stock shortages and weak interactions reduce prescription conversion into actual sales**

- Align doctor activation with real-time retail stock planning
- Track prescription-to-sales conversion regularly
- Improve distributor refill cycles for important SKUs
- Increase direct company interaction with chemists
- Identify stock-out patterns at substitution-prone counters

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**Power Tip:** Create a single dashboard that connects doctor coverage with live retail stock availability.



Are lost prescriptions caused by supply issues — or poor coordination?



# Creating Long-Term Chemist Value Beyond Schemes

As highlighted by Mr. Govind, offers and discounts give short-term sales but do not build long-term chemist loyalty. Trade marketing should move from scheme-based selling to value-based engagement.

**Mr. Manish added that chemists look for recognition, business support, and trust rather than only financial schemes.**

- Develop structured chemist loyalty programs
- Share factory and quality videos to build trust
- Provide category insights to help chemist business growth
- Increase regular brand interaction with chemists
- Reward recommendation behaviour, not just billing volume



**Power Tip:** Show manufacturing credibility to increase chemist trust in your brand.



Is your brand building long-term value — or only short-term margins?



# Leveraging Trade Partners for Competitive Intelligence

As explained by Mr. Manish, trade partners are a valuable source of real-time market insights. Companies that track substitution trends and competitor activities can make faster and better decisions.

Mr. Govind mentioned that segmenting chemists helps in better use of trade investments and improves competitive readiness.

- Prescription Honouring, Patient Influencers, Substitution Masters.
- Create different engagement plans for each category
- Record chemist objections in a structured way
- Monitor competitor schemes and retail push
- Build proper feedback systems to Head Office



**Power Tip:** Invest more in influencer chemists who strongly affect product recommendations.



Are your trade investments based on data  
— or equally distributed without strategy?



# Enabling Efficient Chemist Coverage Through Digital Tools

**Mr. Govind explained that digital tools help increase chemist coverage without increasing costs significantly. Hybrid (physical + digital) engagement improves consistency, visibility, and control.**

**Mr. Manish added that digital platforms solve a major chemist concern – irregular company communication.**

- Use CRM systems to track chemist engagement frequency
- Share product updates and quality content digitally
- Use WhatsApp for communication
- Track territory coverage gaps using dashboards
- Improve beat planning using data insights



**Power Tip:** Adopt a structured phygital model for consistent and measurable chemist engagement.



**Can your chemist coverage grow without increasing field force size?**



# Training MRs for Relationship-Led Chemist Engagement

Mr. Manish stressed that Medical Representatives should go beyond just booking orders. Chemists expect meaningful conversations, problem-solving, and confidence in product quality.

Mr. Govind added that MR skills should match chemist segmentation and substitution risks.

- Train MRs to handle availability and substitution objections
- Provide strong competitive product narratives
- Train MRs to explain manufacturing and quality standards
- Link MR KPIs with relationship quality metrics
- Promote structured engagement with influencer chemists



**Power Tip:** Update MR training to include trade knowledge and brand credibility storytelling.



Are your MRs building influence — or just taking orders?



# Retaining Leadership Amidst Generic Competition

Mr. Govind explained that increasing generic competition creates challenges for branded products at the chemist counter. Price pressure increases substitution, especially when stock availability is weak.

Mr. Manish emphasized that leading brands should compete on trust, reliability, and consistent supply instead of reactive discounts. He said commodities can be substituted, not brands...

- Ensure zero stock-outs for key SKUs
- Improve visibility at high substitution counters
- Strengthen quality assurance and brand trust
- Monitor pricing gaps strategically
- Support influencer chemists with structured programs



**Power Tip:** Win through reliability and trust — not price wars.



What protects your brand when a cheaper generic option is offered?



# Key Takeaways And The Way Forward

## Critical Takeaways

#1 Prescription conversion depends on product availability & product equity

#2 Chemist loyalty needs structured engagement beyond schemes

#3 Segmented trade intelligence improves competitive advantage

#4 Digital tools strengthen execution consistency

## Start | Stop | Continue

### Start

- Segmenting chemists and customizing engagement strategies
- Sharing manufacturing transparency content with trade partners

### Stop

- Running the same trade schemes without market intelligence

### Continue

- Monitoring retail-level stock availability
- Investing in MR skill development

**New-age trade marketing requires structured execution, smart segmentation, and strong trust at the chemist level. Medgini helps pharma companies track engagement, monitor retail execution, and improve prescription-to-retail conversion.**



**Power Tip:** Build trade systems that solve objections before they arise at the chemist counter.