



# RG's News & Views

Monthly issue

July, 2005

## Knowledge is Power

Dear Colleagues,

In Pakistan, business environment is changing rapidly and competition is becoming intense day by day. Although, selling tactics are changing i.e. bonus schemes, foreign sponsorships, family trips, gifts, and discount etc, yet one thing remains constant and still most important – it is the visit to doctors with useful information, which can help them to treat their patients better.

You know, competition is increasing in every segment e.g. there are > 50 brands of Ciprofloxacin and diclofenac sodium available in Pakistan, yet original brands are growing and maintaining their leadership. The same situation is for IPCs but we have one clear-cut competitive edge – expertise in the field of anemia with well trained field force. Moreover, you have few products in your portfolio and you are in a strong position to communicate features and benefits of your products effectively.

Let's en-cash this opportunity and communicate to doctors that our products are the best. But only those who are equipped with appropriate knowledge can deliver.

Let's improve our product knowledge and implement it in the doctor's clinic to grow by at least 5% on every subsequent month to win foreign trip, and US\$ for shopping, during 2006 and beyond.

... Moughal

### LAW OF MOUNT EVEREST:

“As the challenge escalates, the need for teamwork elevates”

## Thanks GOD, we fulfill our commitment

Dear Colleagues,

Weldon, Bravo, Marvelous, Excellent, Fabulous, Superb, Extraordinary, all these are very small words for your success which you achieved during the 2nd quarter.

The Sales trend of your last quarter reveals that Inshahallaha, we will not only achieve the target of 2005 by 105%, but will once again prove that it has become your habit to break your own records.

For me, the most important thing is that with the help of God, we will fulfill the commitment which we made during the annual sales conference at Karachi. This looked impossible at that time; Faisal, Nadeem, Sohail, Kashif, Zeeshan, Sarfraz, Arshad & their members of the teams left no stone unturned to achieve this goal.

This achievement was not possible without the extraordinary contribution of Noman, Mohsin, Zia, Ali, Imran, and Sheraz. I really salute you for this accomplishment. This has further strengthened our belief that you can achieve any goal, which is impossible for others.

In the month of July you will march towards the next Goal of 2.5 million.

Good luck for 3rd quarter

... Naveed

Attitude is as important as aptitude. Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude...

## Training is our top priority

Dear Colleagues,

RG – FMC's relatively new team has shown tremendous improvement in its technical services and business relations with Nephrology community for haemodialysis machine and disposables business.

RG – FMC's technical engineers are on the driving seat now as they have installed two 4008S haemodialysis machines independently and both these machines are performing dialysis at Dewan Medical Complex, Sajawal and Liaquat National Hospital, Karachi.

RG – FMC's team also arranged training for their two most important customers, AFBI SGH, Korangi-5 and AFBI SGH, North Karachi on June 22 and 23. Country Manager, FMC – Pakistan was invited as trainer in these events.

Technicians and other relevant staff were trained on FMC HD machines, the role of disinfectants and how to disinfect the machine with Citrosteril, followed by hands on experience of the same. Certificates were awarded to all participants.

Here are some snaps of this activity

... Saeed



Distribution of certificates after successful training



Country Manager FMC explaining the benefits of Citrosteril



Ali Nawaz Shah attentively listening benefits of Citrosteril

Be not afraid of growing slowly; be afraid only of standing still. Chinese proverb



# RG's News & Views

## Field Force feedback, remarks & suggestions

- Adnan Qayyum (Khi) ... we can provide syringes of vaccination on Maltofer drop as gift.
- Abdul Muqsit (Khi) ... Maltofer key ring can improve prescriptions as good name reminders.
- Asim Daood (Abt) ... GSK provided doctors coats on Fefol-vit.
- Adnan Aslam (Rwp) ... AGP sponsored two important Gynecologists for conference in Cairo. This conference is scheduled in August.
- Ehsan Danish (Qta) ... We can wish doctors on their children's birthdays, so that they will close to us.
- Farhan Mamom (Skr) ... We have to arrange academic sessions in our areas and invite all important doctors for good discussions.
- Faisal Zaman (Hyd) ... Venofer literature should be in details. Some new doctors need more information's and literature is the best weapon.
- Farrukh Riaz (Lhr) ... Martin Dow pharma has arranged anemia camps in different maternity homes.
- Imran Sakhi (Lhr) ... Most of the pediatricians appreciated that Maltofer should be taken with meal but many Gynecologists told that most of the pregnant women cannot chew during pregnancy, because the have changed their taste during pregnancy.
- M. Imran (Mtn) ... Convincing the doctors to use 2-3 infusion on minimum side will increase Venofer usage and consequently sales.
- Irfan Shehzad (Pesh) ... AGP sponsored two doors for Gyne conference at Cario.
- Juaaid Iqbal (hyd) ... Cosmofer people take doctors to pizza hut and Rubifer people are arranging anemia camps.
- Khurum Ansari (khi) ... Pen sets are needed with good quality. Currently, quality is bad.
- Kashif Khalid (Lhr) ... Continue the activity A-4 pads and elegant pens.
- Musheer Kamran (Mtn) ... We should start new towns, so that we can increase our coverage. It will increase our sales.
- Nasir Ali (Sga) ... A study distributed by Sangobion group that there is no role of IPC for the build up of Hemoglobin.
- Noor-ul-Haran (DIK) ... Presentation on Maltofer and Vanofer in my territory can improve sales of both products.
- Rehan Ashrif (Lhr) ... Cosmofer peoples are gifting cold cream.
- Rana Atteque (FSD) ... Sami distributed torches for the promotion of Besleri.
- Rehan Qamar ( RYK) ... Helix pharma offer 10% discount for doctors clinics.
- Shahid Iqbal (Pesh) ... Hilton distributed the book, "Recent advances" original edition to the professors.
- Yasir Zaidi (Khi) ... Barrett Hudson has shifted Jactosol in Polyfer group and now they have only two iron products in this group.
- Saeed Akbar (Isd) ... Please send the towel on Maltofer and Venofer as name reminders.
- Salman Ahmad (khi) ... Please arrange pregnancy calculator for Maltofer, because PGR demanded this calculator.
- M. Safdar (Guj) AGP keep on conducting Rubifer day in whole territory.
- Mohammad Ubedullah (Khi) ... To improve Maltofer sales, we must add new doctors for maximum coverage and use Monograph for effective detailing.
- Waseem Hussain (Lhr) ...Our journal must reach in time to doctors.

- Wajid Rauf (Fsd) ... Quality of ball point's pens should improve.
- Zafar Iqbal (Bwp) ... Kindly makes the tissue packs for the gynecologists. They are requesting for it.
- Zeshan ul Haq (Swl) ... AGP arranged a lecture on anemia by Product Manager.
- Zeshan Ahmad (Pesh) ... Increase the samples of all products, because we feel problem in working.
- Zahid Naeem (Rwp) ... we should provide towels in summer, because doctors keep these on their chair.

## Communication

Salaam sir,

Regarding communication, I'm sending you a joke. This joke helps to understand how our message is important to let others understand. Because, writing a letter in not a fun but a message that others can easily understand. And, of course, a person understands capability; how he receives that message is important.

A Sardar jee received a refusal letter from US Embassy and was very happy to get that letter. The letter said was "you don't meet our requirement. Therefore, no further letters or phone calls will be entertained". But, how Sardar jee perceived that was; you don't meet (aap tu miltey hi nhi?) our requirement (hamari zaroorat hai) therefore no further phone calls or letters ( Iseliye ab mazed koi phone calls ya letters nhi ) will be entertained (aap ko entertain kia jaeey ga)

Sir jee, you might be saying that; "You don't meet our target requirements; therefore, no further requests for Dubai will be entertained". And, we might be thinking you don't meet (aap log tu miltey hi nhi?) our requirements (hamari zaroorat hain).

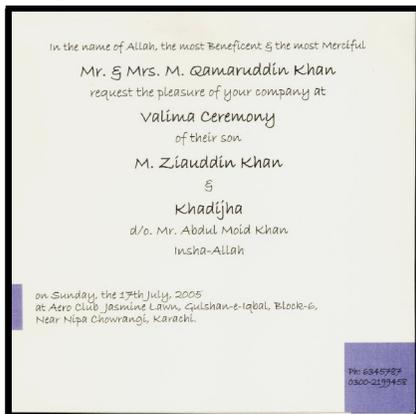
Therefore, no further requests (Iseliye ab mazed koi request nhi) Dubai will be entertained (Dubai zaroor bheja jaye ga)

Sir, please specify that weather we are lucky enough to get Visa (plus entry into the foreign country) or you will manage another Tsunami for highest achievement 3rd quarter.

... Imran Sakhi Khan

## Zia Khan Marriage Ceremony on 15<sup>th</sup> July, 2005

Please join us to wish good luck and most successful marriage life to Mr. Zia Khan



## Reporter of the month



Imran Sakhi Khan  
Lahore



S. Yasir H. Zaidi  
Karachi



Noor- ul - Hasan  
D.I. Khan

Original Message -----

From: Guinand Phil

To: 'Sajjad Haider Moughal'  
Cc: Cindy Yeo-Lee ; Tariq Haider (E-Mail)

Subject: AW: June Sales Flash Report

Dear Sajjad,

This is an amazing result and the entire Vifor Asia Pacific Team joins me in sending you our heartiest congratulations. (You are selling so well that it is causing problems at the logistics level...but never mind).

Phil C Guinand

We tell lies when we are afraid, afraid of what we don't know, afraid of what others will think, afraid of what will be found out about us. But every time we tell a lie, the thing we fear grows stronger.