

JUNE—2019

The Most Comprehensive News Bulletin



“If You Are Not Taking Care of Your Customer, Your Competitor Will.” – Bob Hooley

First of all, let me congratulate all the territories achieved targets and contributed to reach highest ever sales of 1.61 crores during may. It's definitely a good beginning towards our Lakshya 25.

Jammu & Kashmir team also started contributing now which can exceed the expectations in the months to come.

From the company side we are committed for high level of customer service and support to exceed the targeted numbers. My observation is, in most of the territories our dependency is on only few customers which needs to be addressed immediately. Focus on customer conversion and set goal as one new customer conversion a day per territory and fix a minimum POB value per day and achieve. I will be closely monitoring POB's of all S.O's from now and the best performers will be rewarded.

Let us re-commit ourselves to achieve 2 crore volume during June 2019, and gear up for a grand celebration during our cycle meeting in July.

Wishing you all the best!

Udaya Kiran
CMD- Starus Group



***“Content builds relationships. Relationships are built on trust.
Trust drives revenue.” – Andrew Davis***

Above is with reference to the content we are supposed to deliver inside the doctor's chamber. I strongly believe that current performance gaps in territories not achieving targets are only due to communication lapses inside the chamber. Though we are progressing and growing, to beat the competition, you need to spend time in understanding product and practice communication given to you and deliver to build relationships and generate revenue.

June month is crucial for you as this month decides your incentives earning of the quarter.

Marketing team continues to support your efforts and responds for all queries within no time. I appreciate the efforts of achievers during may and wish you all the very best for June closing.

M Ramesh Kumar
Director - Marketing

Starus May-2019



NO - 1

125%

39.41 Lac

Mr. Srinivas Koppin , Gulbarga

Spanus Sales May—2019

SO NAME	HQ	ACH	RANK
SRINIVAS KOPPIN	GULBARGA	125%	1
C.SURESH	ANANTAPUR	120%	2
SURAJ	KARIMNAGAR	107%	3
MALLIKARJUN	MAHABUBNAGAR	106%	4
PRAVEEN	TIRUPATI	103%	5
RAVI MUDUSU	ONGOLE	103%	6



Mr. B Punit Kumar, Davangeree

127%

Starus Sales May-2019

1.22 Cr

SPANUS SALES ACHIEVEMENT			
SO NAME	HQ	ACH	RANK
B PUNIT KUMAR	DAVANGERE	127%	1
DADA HAYATH KHALANDER	BELLARY	115%	2
J V B SWAMY	RAJAHMUNDRY	103%	3
ABID LATHORI	BIJAPUR	103%	4
SYED RAFAE	GUNTUR	102%	5
G NAGARAJU	NALGONDA	101%	6

Congratulations!

Spanus May-2019

STARUS AND SPANUS ACTIVITIES



Starus & Spanus Key Products Highest Sales

KEY PRODUCS SALES			
SO Name	HQ	PRODUCTS-Gr	SALES VALUE
SAMUDRALA SATEESH	WARANGAL	COGNILONG- GR	144600
G NARESH	NIZAMABAD	GABAPRIME-GR	163744
NARESH	KURNOOL	COGNIRA SYP	86857
RAVI MUDUSU	ONGOLE	6-ART	115349
PRAVEEN	TIRUPATHI	THERASPINE	57036

SO Name	HQ	PRODUCTS-Gr	SALES VALUE
PUNIT KUMAR	DAVANGERE	MYOTREND	68643
G NAGARAJU	NALGONDA	MYOTREND	68643
ISMAIL/DAMODAR	HYDERABAD	UTI HEAL	57354
DADA HAYATH KHALANDER	BALLARI	MYOTREND DISKET	41186
J V B SWAMY	RAJAHMUNDRY	FENREEK -L	40110
MD ASIF	BHIMAVARAM	LETOJET 5	23188
SYED RAFEE	GUNTUR	LETOJET 2.5	19156
KARUN KUMAR JMD	HUBLI	CEGOLIN	16971

Starus and Spanus Coverage and Call Average

FieldForce Name	HQ	Listed Dr. Visits	Lst. Call Avg
MUZAFFAR SHAFI DAR	ANANTNAG	119	10.82
BOLLU RAJU	HYDERABAD	259	10.79
S VIJAYKUMAR	PANJAGUTTA	221	10.52
KUNDARAPU PRASHANTH	HYDERABAD	235	10.22
U SURAJ KUMAR	KARIMNAGAR	245	9.80
ASIF A ANGOLKAR	BELGUM	127	9.77

Field Force Name	HQ	Listed Dr. Visits	Cumulative Call Avg
RAJU N	SHIMOGA	218	10.21
PUNITH KUMAR B	DAVANGERE	234	9.84
GUDDAM NAGARAJU	NALGONDA	251	9.65
ABID LATHORI	BIJAPUR	225	9.28
SRIPURAM SUDHEER	BANGALORE	155	9.17
DADA HAYATH KHALANDER	BELLARY	199	9.08

Eid
mubarak

Gaining Commitment

- After the salesperson convinced the buyer that his or her product deserve some attention.
- The salesperson must ask the buyer to commit to some action that moves the sale forward



Some tips are...

- Its important to get commitment in the first call.
- In complex sales suggest a demonstration, review the specifications, o offer a sample.
- Plan realistic objectives, and ask commitment.

Can I Place an Order for you today?

We've Decided that your company is in the best position to serve our needs



Common Sales Closes

- The Assumptive Close
- Special-Offer Close
- Summary Close



Follow-Up

Remember...

- The sale is not over when you get the order.
- Make certain that you have answered all the customer questions.
- Be present at the time of delivery or call to be ensure that everything is in order.



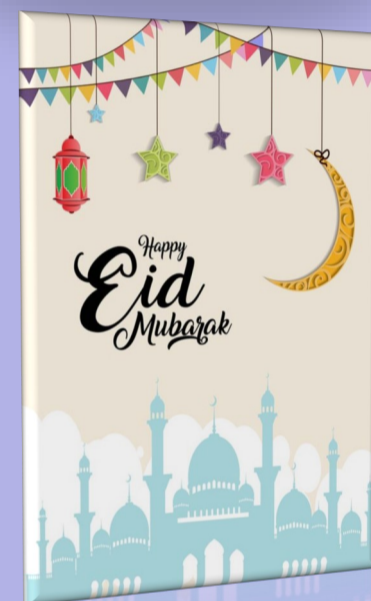
Follow-Up

- Organization realize that it's more expensive to acquire new customers than it is to retain existing costumers.
- This point is essentially asking questions of customers in an ongoing attempt to monitor their needs.
- Follow-up is the key to building a loyal clientele
- People truly appreciate being served by good salespeople.



Key Terms

- Sales pipeline
- Situational questions
- Solution value questions



JUNE BIRTHDAY'S	
KHAJABANDENAWAZ	1st
BURRA TIRUPATHI	4th
SHAIK ABDULAJEEJ	4th
PAPARAO KAFITALA	5th
B RAJU	10th
SRIPURAM SUDHEER	10th
VEMULA DAMODAR	12th
R KRISHNA	15th
SUREJAYA VARA PRASAD	15th
JVB SWAMY	29th



Happy Birthday

Starus Pharmaceuticals Pvt, Ltd.

H No: 8-3-833/239, STARUS HOUSE, Flat No 101, Srinagar Colony,

Hyderabad—500073

Telangana

www.staruspharma.com