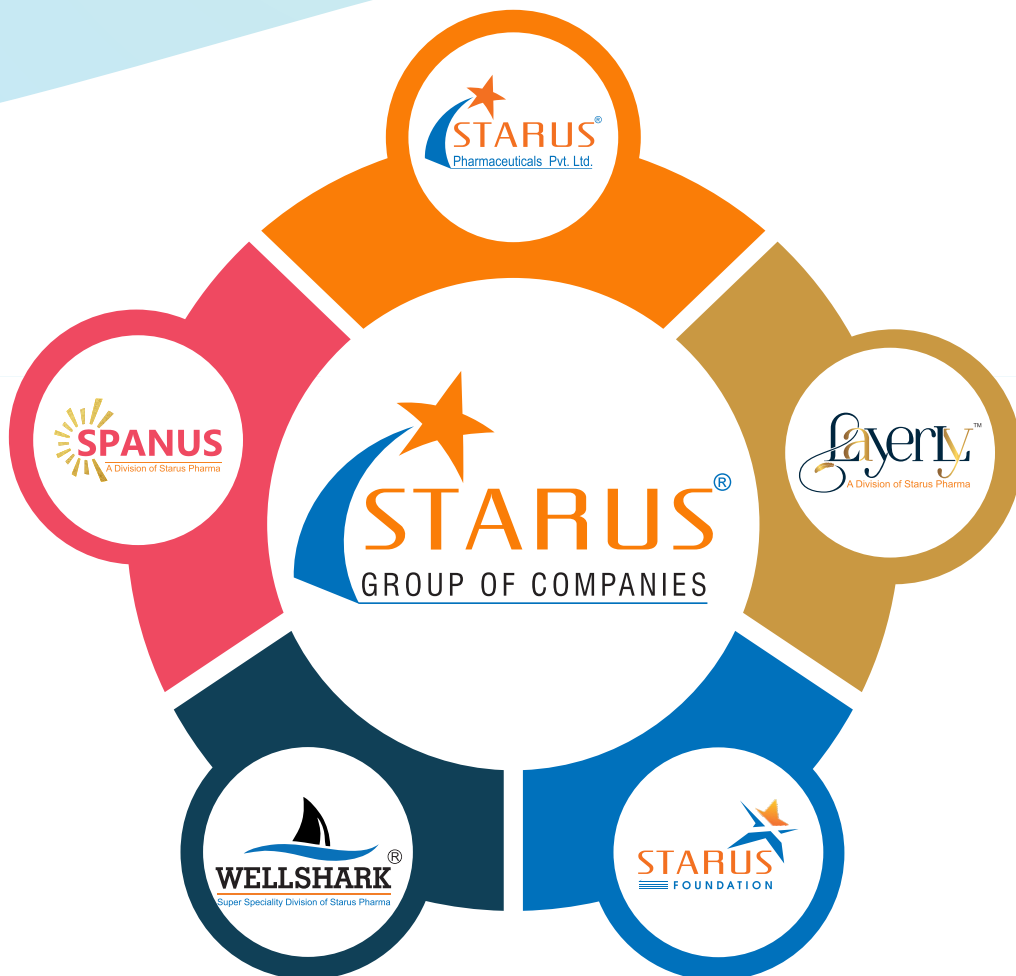


# *NEWS BULLETIN STARUS GROUP*

## *Most Comprehensive News Bulletin*

**JUNE / JULY 2020**





**Dr. Uday Kiran Perla**  
*Chairman & Managing Director*  
Starus Group of Companies

*Dear Team Starus Group,*

*Happy to Announce*

***STARUS GROUP OF COMPANIES***, now all companies under one umbrella, from now onwards everyone should work towards group vision, aim and goals. In this Pandemic situation I personally feel all Starus Group Employees as Warriors. Many of the people are feeling this pandemic situation as a disadvantage but if you look into reality whoever is active in the field with all precautions they are getting maximum conversions and voluminous business, Starus as a division already proven with the numbers and conversions, I request all other divisions also put your cent percent efforts with all precautionary measures towards achieving your objectives. Finally, Health Wish, it's a great tool from Management side, I'm sure no company will provide these many services in this tough situation, I request everyone to utilize Max.....

*I wish you all the very best for the Month of August.*



**Dr. Ramesh Kumar**

Marketing Director

Starus Group of Companies

*Hi all, hope you and your family members are doing well. We are all going through an unexpected tough time in the history of pharmaceutical marketing as on now. However, for those who are meticulous in planning and organization, even today exceeding expectations and recording all time high sales (For example Warangal Starus S.O did 9 lakh for July 2020 which is highest ever).*

*For so long Health wish activities were not taken seriously and few people who took advantage of this service, doing extremely well. Just this unique and innovative service alone is enough for you to get all non-prescribers as prescribes. Utilize Health wish activities at least from August, 2020 to come out of non-performers pool. Also, you are all not taking Journals and E-Books as inputs seriously and actually that's the cutting edge for you to attract customers now. These are all not free and we are spending Laks of rupees on these inputs and no company can provide inputs like us. I request each one of you to take advantage of this unique service for converting customers atleast from August. It is possible for everyone to exceed projections even in calamities. All big companies and many midsize and small companies grossly neglected the work and this is the right time to attract & penetrate into counters and convert customers.*

*Go all out to identify gaps, need at counters, shortages of products of various competitors to push our brands. We have big advantage of having 120 plus brands and close to 200 sku's to cover major specialties.*

*We have a big challenge ahead and all of you need to take responsibility to support organization by ensuring your primary and secondary commitments comes through during August-2020. Take all necessary support from your managers and H.O in achieving objectives.*

*Wishing you all the very best for August 2020.*

## Want to survive in crisis?

### Self-Awareness

*Ability to understand your own emotions and their effects on your performance.*

*Writing down your goals and prioritize, learn new skills to achieve your goals, ask for feed back.*

### Stress Management

*Techniques of how a person copes with Stress and emotions. Take action to change a stressful situation, develop our own strategies to improve stress management, Build a strong support network, Use social interaction to help walk through the problem*

### Perseverance

*Ability for some of us to bounce back and persevere in response to failure or disappointment. Setting Short term achievable Goals, Finding what motivates you, setting achievable deadlines can improve perseverance.*

### Uncertainty

*Identifies how well a person copes in face of change. Give clear structure and instructions about the change, Set achievable goals Channel positive thoughts, Prepare for contingency plans, Focus on only what matters, Stay positive.*

Here are few ways you build your Emotional **RESILIENCE;** to survive in crisis situation by expert **Mr SUBBU SIR**



**S R Subrahmanyam**  
Spanus Sales Director,  
Starus Group of Companies



*Dear Team,*

I hope you all are doing well & maintaining good health. I feel this is the best time to show Your Skills. The present covid situation Who ever works in field they get best results & you need to understand how to plan your work First you should take all precautions while going out for field work, you should wear a good mask every day, you need to use a sanitized regularly and you need to take healthy food.

While meeting Dr maintain distance, if Doctor is a potential prescribed you can check any requirements for masks/sanitizers / ppe kit etc., for Doctors clinic. You all must utilize Health wish Activity with Doctors in the present situation Health wish is a big bridge to reach Doctors easily & most of the Doctors require health wish various Products. You all can use E BOOKS for regular scientific inputs for Doctor.

The most important thing is Chemist visit, Now Chemists are playing a big role in present Business, Every day chemist calls must be 10 & all Chemists (covering Areas) phone nos should be with us. You all must send regular information about our Brands to Chemists also.

*Example:*



Please utilize your free time for developing your skills in scientific & as well as for your next position in your career. Please try to read 1 book in a week, whether it is a Scientific or Management Strategic book.

Do Best In Covid Time.

Regards

**Y. SRINIVASA BABU**  
*LAYERLY SALES DIRECTOR*



*Dear Starus fraternity,*

Warm greetings to you all,

Hope you & your families are keeping safe in this pandemic which has affected the entire globe.



**AVM SHYAM SHARMA**  
Wellshark Sales Director  
Starus Group of Companies

For the last 20 years we all have been hearing that something like this is coming and this would be bigger than a nuclear disaster, that some form of virus outbreak is going to impact the world and this could be deliberate or accidental or a scientific failure, whatever may cause it, it's likely to happen.

The situation what we are experiencing today is unprecedented and no one was prepared for this, as per the estimates close to 60% of the global population is sitting at homes, the rest like police, essentials supply chain system, healthcare workers like us are out to support the humanity in tackling the COVID response.

**VUCA** Because of many challenges like this, world in 21st century is described as “**VUCA**” world. Which expands as

**V**

**VOLATILE**

**U**

**UNCERTAIN**

**C**

**COMPLEX**

**A**

**AMBIGUOUS**

The current situation explains this perfectly, “Volatile” refers to an unstable situation, “Uncertain” means without any clarity, “Complex” refers to involvement of many factors that decide the outcome, “Ambiguous” lack of clarity as when this is going to end.

So, one lesson that COVID has given all of us is “We have to be prepared for situations that we can't imagine”. How to be prepared for the one which can't be imagined – you need to think beyond the normal.

One such preparation to think beyond normal from the management side is the “HEALTH WISH” activity, which most of you might have already experienced. Meeting our customers has become very difficult these days but those who are utilising “HEALTH WISH” activities are conversing with their customers multiple times and are generating good sales numbers besides staying safe. Adaptability is the key here, those who adapt quickly to the new normal will excel in their respective careers.

I wish you all stay safe and carry the organisation's initiatives forward and be a part of the group's growth story.

**HEALTH WISH  
ACTIVITIES ARE MUCH  
APPRECIATED BY  
DOCTORS UTILIZE AND ENCASH**



**STARUS** TOP PERFORMERS OF JUNE 2020



134%

**MR.SAMUDRALA SATISH  
WARANGAL**



133%

**MR.MALLIKARJUN GOUD  
MAHABUBNAGAR**



120%

**MR.ABDUL HAKEEM  
KURNOOL**



119%

**MR. Shaik Naseem Ahmed  
Khammam hq**



116%

**MR.SURAJ KUMAR  
KARIMNAGAR**



103%

**MR.T.RAVI SEKHAR  
GUNTUR**



101%

**MR.PRUDHVI, TIRUPATHI**



100%

**MR.RAVI KUMAR, ELURU**



100%

**MR.SRIPAD V JOSHI  
GULBARGA**



100%

**MR.MEKA PRAVEEN KUMAR  
VIJAYAWADA**



# SPANUS JUNE 2020 TOP PERFORMER



101%

MR. GUDDAM NAGARAJU  
NALGONDA



100%

MR. AFROZ  
BIJAPUR



100%

MR. CHETAN  
BAGALKOT

# SPANUS JULY 2020 TOP PERFORMER



MR. DHANUNJAYA NAIDU PENTA  
VIZAG

# Layerly™ TOP PERFORMER JUNE 2020



MR.SUDHEER KUMAR REDDY CHALLA  
HYDERABAD



MR. J. SHIVA PRASAD  
HYDERABAD



MR.PRASANNA KUMAR  
TIRUPATHI



P. SRIRAM MURTHY  
NELLORE

# Layerly™ TOP PERFORMER JULY 2020



MR. SRIKANTH KINNERA  
HYDERABAD



MR. J. SHIVA PRASAD  
HYDERABAD



MR.PRASANNA KUMAR  
TIRUPATHI



MR. KANCHARLA VENKATA VINAY KUMAR  
ASM VIJAYAWADA



## TOP PERFORMERS OF JUNE 2020



**M. SRINIVAS**  
**ASM, HYDERABAD**

## STARUS<sup>®</sup> TOP PERFORMERS OF JULY 2020



**MR. Shaik Naseem Ahmed**  
**Khammam hq**



**MR. MALLIKARJUN GOUD**  
**MAHABUBNAGAR**



**K VENKATESH REDDY**  
**RAJAMUNDRY**

# STARUS® TOP PERFORMERS OF JULY 2020



109%

**MR.SAMUDRALA SATISH  
WARANGAL**



104%

**MR.SURAJ KUMAR  
KARIMNAGAR**



104%

**MR.ABDUL HAKEEM  
KURNOOL**

## PERFORMERS

Name	Hqs
Gajje Naresh	Nizamabad
Venkateshwarlu	Nellore
Hamanth Naik	Tumkur



# SALES MAN



- Man is Media
- Media is Message
- Message is Influence
- Influence Customers
- Influence Doctors Mind, chemist Mind
- Rxion influence Conscious, Subconscious, Unconscious
- Good Degree of Influence Get Best Influential Results .

## LEADERS ARE ONE WHO INFLUENCES

PEOPLE

PROCESS

ORGANISATION  
NUTURING FOR  
POSITIVE RESULTS

### ***SALES OFFICER = CTC***

- Coverage Important
- Target 100% Achievement
- Call Quality/Detailing/ROI

Discuss product bonding / ownership

## **AREA MANAGER JOB SIMPLIFIED- BSC**

### ***Basics of CTC***

### ***Span of Control***

- *Achievement Of Target*
- *Coverage / Kol Focus*
- *Brand Building/new*  
*Regional-org*
- *Discuss-Article/ journal presentation self / team*
- *Corporate image*

### ***Coach Exemplery, Empathy***

## **RM OR ZM- MSC**

### ***Mix of Products***

- *Brand Building*
- *Focus/ New Launches*
- a) *discuss-Article journal presentation self / team*
- b) *Corporate image*

### ***Span of Control Basic CTC***

### ***Consistency in sales***

## SM- PHD

- *People Development*
- *Health of Business*
- *Direction & Strategy*

## GRAMMAR OF GOAL SETTING

1. *I Will Achieve-Bond*
2. *I CAN ACHIEVE*
3. *I SHOULD ACHIEVE*
4. *I ACHIEVE*
5. *Count & Account Record*
6. *Execute With Rootless Focus*

## Behaviour Understand

### Understanding Behaviour



#### Passive

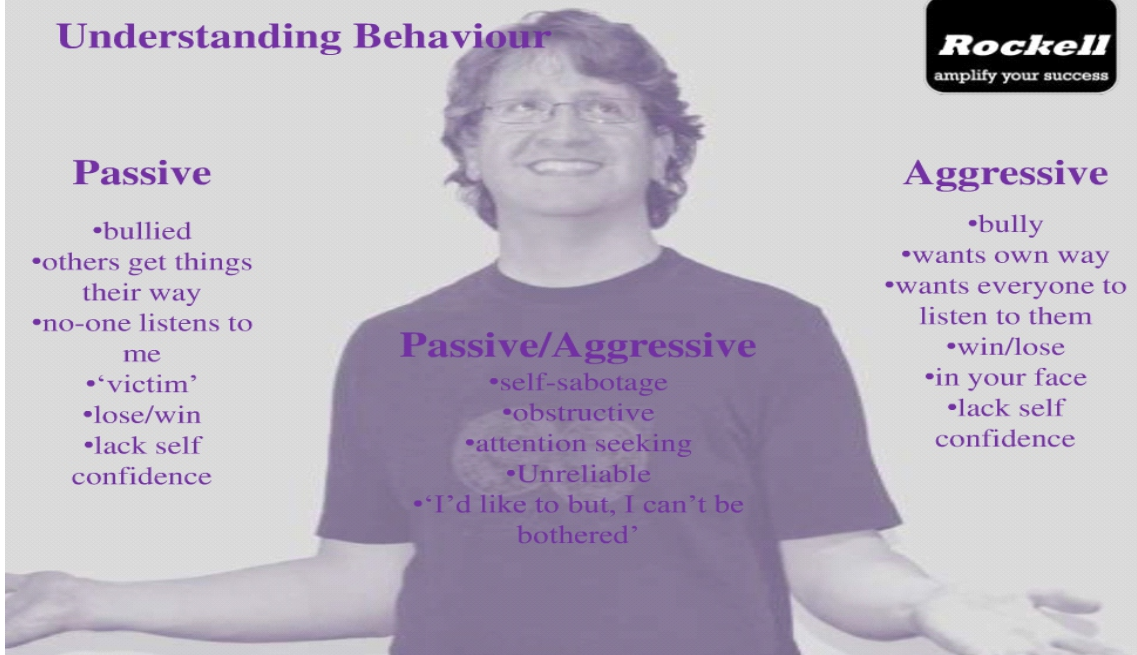
- bullied
- others get things their way
- no-one listens to me
- ‘victim’
- lose/win
- lack self confidence

#### Passive/Aggressive

- self-sabotage
- obstructive
- attention seeking
- Unreliable
- ‘I’d like to but, I can’t be bothered’

#### Aggressive

- bully
- wants own way
- wants everyone to listen to them
- win/lose
- in your face
- lack self confidence



# The Two Most Important Skills For MRS



**All The Best For Grand Success Mega Brand**



**All The Very Best For August 2020 Sales**





# Happy Birthday

**AUGUST 2020**

<b>NAME</b>	<b>Date of Birth</b>
<b>JANGAM SHIVA PRASAD</b>	<b>1</b>
<b>M PRAVEEN KUMAR</b>	<b>1</b>
<b>RAKESH KALI</b>	<b>1</b>
<b>VENKATA SATEESH</b>	<b>2</b>
<b>S ARUN KUMAR</b>	<b>8</b>
<b>K CHANDRASEKAR</b>	<b>10</b>
<b>N L HARITHA</b>	<b>15</b>
<b>SUMIT ARJUN ARYA</b>	<b>15</b>
<b>K.SRIKANTH</b>	<b>16</b>
<b>CHAITANYA</b>	<b>19</b>
<b>G BHANU KUMAR</b>	<b>20</b>
<b>Y SRINIVAS BABU SIR</b>	<b>21</b>
<b>U SURAJ</b>	<b>24</b>
<b>V RAVI TAJA</b>	<b>29</b>
<b>P SRIRAM KUMAR</b>	<b>31</b>
<b>GUDDAM NAGARAJU</b>	<b>31</b>

**THINK  
POSITIVE  
STARUSGROUP**

**ONE AND ALL  
THANK GOOD  
GESTURE OF  
STARUSGROUP  
MANAGEMENT**

**RECIPROCATE  
THANKS WITH  
HUGE SALES  
BIG SALES LET US  
ALL WORK TOWARDS  
ACTION SALES  
YEAR 2020-2021**