

DESIGNING OF AN INTERNAL CAMPAIGN TO MOTIVATE AND ENERGIZE THE SALES TEAM-SIP

University Mentor - Dr. Hemant Kumar Mishra
Assistant Professor

Presented By- Aniket Eknath Indrale
IIHMR-U/02/2024-26/0650

Industry Mentor - Shri. Utkarsh Desai
Brand Manager -Calpol

GSK Pharmaceuticals Ltd.

GlaxoSmithKline Pharmaceuticals Ltd. was established in 1924 and is one of India's leading pharmaceutical companies. Headquartered in Mumbai, it is part of global GSK Ltd. and offers medicines and vaccines in Respiratory, Anti-infectives, Dermatology, Pain, and Oncology. GSK India is a leader in the private vaccine market and continues to invest in innovation and healthcare access.

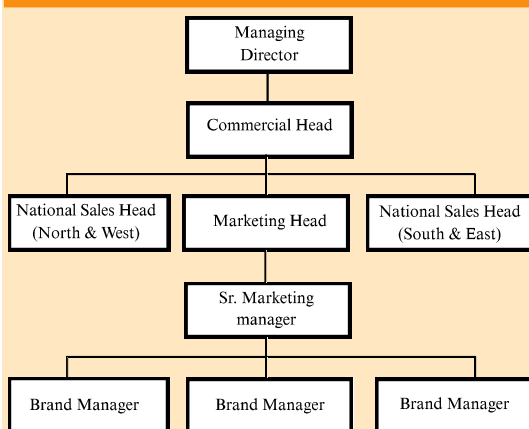
Vision

To become the most innovative, best performing, and trusted healthcare company in India.

Mission

To improve the quality of human life by enabling people to do more, feel better, and live longer through science-led innovation in pharmaceuticals and vaccines.

Organization Structure



SWOT Analysis

- | | | |
|--|-----|--|
| <ul style="list-style-type: none"> Strong Brand portfolio- well-known brands like Calpol, Augmentin and Shingrix Robust R&D Capabilities- strong pipeline in vaccine and specialty medicines | S W | <ul style="list-style-type: none"> Dependence on Limited Key Products Complex Global Supply Chain Limited presence of therapeutic area , present in Anti-infective, anti-pyretic, and vaccines only |
| <ul style="list-style-type: none"> Expansion in Emerging Markets- countries like India and Brazil offer growth potential. Innovation in Biopharma & Vaccines | O T | <ul style="list-style-type: none"> Intense Industry Competition- Competes with major pharma companies like Pfizer, Novartis Pricing Pressures- – Global pricing regulations and generic competition |

Product Description



- Brand Name** - Calpol
- API** - Acetaminophen
- Use** - Analgesic and Antipyretic
- Available Dose-**
Adult- 500mg & 650mg
Child- 100mg, 120mg & 250mg suspension.
- USP-** Patented Optizorb Technology

Competitor



- Snapshot-**
- Dolo 650** is leader in 650mg SKU with approx. 43% Market Share.
 - In liquids, Calpol is leader with 60%+ MS, but losing market share to **Fepanil** & **Pyrigesic** in 2025

Why campaign ?

-  Gain the market share in 650mg
-  Maintain the leadership in liquids
-  Keep the team inspired and driven throughout the second half of the year.

Methodology & Suggestions

Data analysis → Gap Identifications → Suggestions for Improvement

Objective-Based Planning- Recognition must be given on Pre order booking & MS of 650, that will help to gain MS of 650.
Behavioral Motivation- As per GSK policy, monetary rewards are not allowed. Suggested alternatives include a 'Talk with top leadership' & 'Podium finish' at the annual meet. Additionally, suggested to post 'Monthly success stories' on Workvivo, as it fosters a sense of recognition and value within the organization.

Challenges Faced During Internship

- Limited access to real-time sales data.
- Deciding the sales parameter, criteria & deciding non-monetary rewards for internal campaign
- Unaware of detailing script as no prior experience.

Practical Exposure

- Analyzed sales data obtained from IQVIA to understand market position of GSK
- Analyzed Lead and lag parameters to build the internal campaign.
- Prepared script for detailing with storytelling to assist the sales team.
- A prepared detailing script with storytelling elements to assist the sales team to pitch the LBL effectively.

Theoretical Exposure

- Developed an understanding of sales trends, market behavior, and buying patterns.
- IQVIA report understanding helped to find insights.
- Studied various combinations available in Anti-pyretics.
- Studied pharmacology of antipyretic drug
- Various sales parameter like POB, Offset, MS helped to design campaign.

Learning Outcomes

- Strategy Making
- Sales parameter (POB, Offset, Lead & Lag parameter)
- Sales data analysis
- Anti-infective & Anti-pyretic market understanding