



InstaDataHelp
Unearth New Dimensions



PharmaPro Edge™

Campus-To-Corporate Advanced Medical Representative Readiness & AI-Enabled Employability Program

A joint initiative delivered by **InstaDataHelp AI Services Private Limited** in collaboration with **Skitre.AI** – empowering Final-Year B.Pharm students with the skills, tools, and confidence to excel as Medical Representatives in the modern pharma industry.

Delivered by

InstaDataHelp AI Services Private Limited

Employability & AI Skill Support

Skitre.AI – Mission Employability Program

Program Overview

PharmaPro Edge™ is a structured, industry-aligned **Medical Representative (MR) Readiness Program** designed exclusively for Final-Year B.Pharm Students.

The program bridges the critical gap between:

Scientific Knowledge

What students learn

Field Execution Excellence

What the pharma industry expects

The curriculum combines:



Core
Pharmaceutical
Sales & Field
Training



Practical MR
Simulations



AI-Enabled
Productivity Tools



Interview &
Professional
Readiness



Digital Profiling & Video Resume

The primary domain training is delivered by **InstaDataHelp AI Services Pvt. Ltd.**, supported by structured AI & Employability modules from **Skitre.AI Mission Employability Program**.

Target Audience

Final-Year B.Pharmacy students aspiring to build careers as:



Medical Representatives (MRs)



Business Executives – Pharma Sales



Territory Sales Officers



Pharma Marketing Executives

Program Structure

A carefully designed, intensive program built for campus delivery with maximum industry relevance.

Total Duration	36 Hours
Format	12 Days × 3 Hours
Delivery Mode	On-Campus (Face-to-Face) / Hybrid
Batch Size	30–40 Students
Pedagogy	Interactive lectures, role plays, case studies, mock doctor calls, chemist simulations
LMS Access	Yes (For learning reinforcement & placement support)

Optional Add-Ons: Alumni MR Interaction · Placement Interview Support

Core MR Training Modules

 DELIVERED BY INSTADATAHELP AI SERVICES PVT. LTD.

Physical F2F + LMS delivery covering the full spectrum of Medical Representative field skills across 8 structured modules.

1. Introduction to Pharmaceutical Industry & MR Role

Indian Pharma Industry Overview · MR Roles, KPIs & Career Path · Ethical Promotion (UCPMP basics) · Industry hierarchy & expectations

2. Fundamentals of Pharma Sales & Marketing

Sales vs Marketing in Pharma · Product lifecycle & branding · Therapy areas & prescription understanding · Basic detailing structure

3. Product Knowledge & Detailing Skills

Visual Aid mastery · Scientific storytelling · Objection handling · Call planning & closure · Mock doctor detailing role plays

4. Retail Chemist Prescription Audit (RCPA)

Purpose & execution · Competitor analysis · Data interpretation · Practical RCPA simulation

Core MR Training Modules (Continued)

 DELIVERED BY INSTADATAHELP AI SERVICES PVT. LTD.

5. Retail Pharmacy Management

Chemist relationship building · Stock & substitution logic ·
Trade schemes & visibility · POS & inventory basics

6. Order Management, Reporting & Claims

Order booking process · DCR (Daily Call Report) filling ·
Expense & claim submission · Stockist coordination

7. Digital, Tele & E-Promotion in Pharma

Tele-detailing fundamentals · WhatsApp & digital ethics ·
Remote doctor engagement · CME, RTM, Ad Boards,
Research Service Agreements

8. AI in Pharma Sales (Domain-Focused)

AI for daily call reporting · AI-enabled Google Sheets · AI
for CRM simplification · Searching clinical trials &
research papers · Medical fact-checking · AI for
documentation & productivity

AI & Employability Add-On Modules

🌟 DELIVERED BY SKITRE.AI – MISSION EMPLOYABILITY LAYER (LMS)

These modules strengthen digital fluency, communication excellence, and interview readiness.

AI Skills Layer

- **Course 1.4 – AI in Everyday Life: Search, Recommendations & Automation**
Using AI tools for research & structured outputs · Responsible AI usage basics
- **Course 2.2 – Structured & Multi-step Prompts: Tooling Patterns**
Writing structured prompts · Multi-step instruction design · Practical AI workflow building
- **Course 2.4 – AI Assistants: Personal & Team Workflows**
Custom AI workflows · AI for documentation & structured reporting · AI assistants for task automation
- **Course 3.1 – AI in Spreadsheets: Data Cleaning & Insight Automation**
AI-enabled Google Sheets · Cleaning MR data · Sales insight automation
- **Course 3.3 – No-Code Automation: Workflows & Integrations**
CRM automation basics · WhatsApp + Email + Excel integrations · Intro to n8n & automation tools
- **Course 4.1 – Writing & Editing with AI**
Email drafting · Professional writing · Structured reporting improvement
- **Course 6.1 – AI for Business Operations**
AI in marketing · AI in HR · AI in reporting & decision support

Job Readiness Program

✨ SKITRE.AI – MISSION EMPLOYABILITY LAYER

Professional Communication

- Workplace etiquette
- Communication clarity
- Email writing standards

Workplace Readiness & Etiquette

- Corporate behaviour
- Manager expectations
- Interaction with hierarchy

Interview Readiness Practice Dojos

Communication Dojo

- 60-second introduction
- Training explanation
- Handling difficult questions

Interview Simulation Dojo

- Why should we hire you?
- Handling rejection
- Explaining complex concepts simply

Professional Behaviour Dojo

- Workplace conflict
- Team collaboration
- Handling feedback

Skreels – AI Video Resume Builder

SKITRE.AI FEATURE

Each student receives a complete AI-powered video resume package to stand out in the job market.



Structured 60-Second Introduction Format

AI-assisted script building for a compelling, professional self-introduction.



Professionally Guided Video Resume

Resume embedded with Skreels link · Portfolio-ready professional profile.

This enables:



Faster Recruiter Screening



Stronger First Impression



Communication Visibility Before Interview

Complementary Corporate Readiness Modules

☐ Integrated within core schedule – **No extra days required.**

Executive Presence & Personal Branding

- Building professional perception
- Self-brand positioning

Corporate Adaptability

- Office politics awareness
- Cross-functional communication
- HO & field coordination

Learning Outcomes

By the end of PharmaPro Edge™, students will:

Understand MR role expectations & KPIs

Conduct effective doctor detailing

Perform RCPA confidently

Manage territory & reporting

Use AI responsibly for field productivity

Communicate professionally

Face interviews confidently

Create structured resume & AI video profile

Become placement-ready field professionals

Assessment & Certification

Internal Assessment

- Role plays
- Product detailing evaluation
- RCPA simulation
- Assignments & quizzes

Final Evaluation

- Mock Doctor Call
- RCPA execution
- Professional communication assessment
- Interview simulation

Certification

Students will receive:

Certificate of Completion

PharmaPro Edge™ – Advanced Medical Representative Readiness Program

Co-branded by

InstaDataHelp AI Services Pvt. Ltd.

Supported by

Skitre.AI

A Powerful Collaboration for Student Success

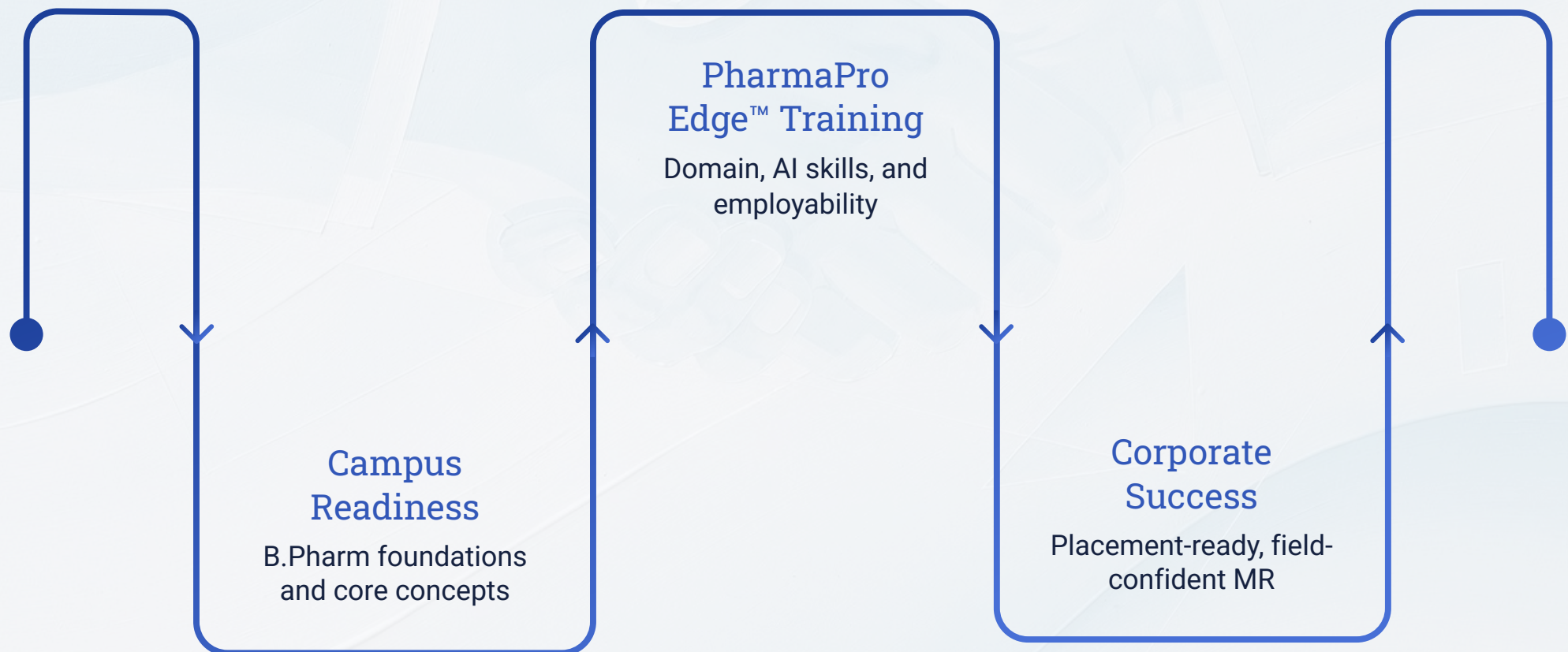
PharmaPro Edge™ represents a landmark collaboration between two industry-forward organizations, united by a single mission: to make every Final-Year B.Pharm student **placement-ready, field-confident, and AI-empowered**.

InstaDataHelp AI Services Pvt. Ltd.

Delivers core pharmaceutical domain training – from MR fundamentals to advanced field execution – through physical F2F sessions and LMS reinforcement.

Skitre.AI

Powers the AI skills, employability readiness, interview dojos, and the Skreels AI Video Resume Builder – ensuring every student is digitally visible and job-ready.



Together, InstaDataHelp AI Services and Skitre.AI bridge the gap between campus and corporate – equipping the next generation of Medical Representatives with the skills, confidence, and digital edge to thrive in India's dynamic pharmaceutical industry.