

# Doctor Detailing NEWSLETTER

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## INDITECH FIELD EXCELLENCE BULLETIN

**Doctor Detailing 2.0 — A Free Voice-Enabled AI Coach for Every Indian MR**  
(Share it freely—this tool costs nothing and fixes a problem every brand team faces.)

## Why Doctor Detailing Still Falters

Core Issue	What Really Happens in the Field	Consequence at the Clinic
<b>Patchy product story</b>	Reps improvise; data points get skipped or mixed up.	Doctor hears an incomplete or conflicting pitch.
<b>Language switching stress</b>	Rep thinks in Hindi/Tamil/Bengali but must persuade in English on the spot.	Hesitation when the doctor probes → lost credibility.
<b>One-size classroom training</b>	Thirty reps, two days, generic role-play.	No personal correction; skills faded in weeks.
<b>Minimal live coaching</b>	Line managers juggle 12-15 reps each.	Only “good job / bad job” feedback, no deep fix.

## Five Best-Practice Anchors

(clip & pin to your WhatsApp groups)

- 90-second core pitch** ready at all times—benefit, trial endpoint, CTA.
- Data > adjectives** — quote absolute numbers, not “very effective.”
- Objection cheat-sheet** — keep top-10 Q&A on the phone.
- Local-to-English bridge** — practise in mother tongue, then translate cleanly.
- UCPMP filter** — every claim must survive a front-page audit test.



# Turning a Smartphone into a Personal Detailing Coach

## Why AI Beats the Workshop Model

Old Classroom Drill	New GPT Coach (FREE)
Fixed date, travel, lodging.	24 × 7 on the rep’s phone.
1 trainer : 30 reps.	1 : 1 adaptive dialogue.
English-only role-play.	Rep speaks any Indian language; doctor stays in English.
Feedback once a quarter.	Instant, turn-by-turn corrections, retry loops.

### About the Free Tool

**Module:** Fundamentals of Medical Detailing

Doctor Persona – Evidence-hungry cardiologist

AI Trainer – Mirrors rep’s language, supplies quick English translation, grammar nudge, pronunciation cue, and asks for a tighter retry until the pitch is razor-sharp.

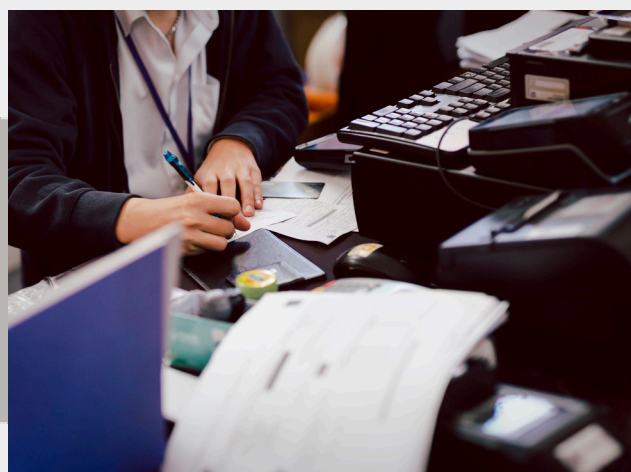
Product used in drills – **Hypotenex** (Clinidipine 10 mg + Telmisartan 40 mg), a fictional hypertension brand, so every rep can practise without brand bias.





## Deploy in Five Minutes

1. Reps create / log in to any ChatGPT account (Free plan works).
2. Open the link below; the GPT loads inside ChatGPT.
3. Tap the voice button and say “Start my training” in their preferred language.
4. Practise the opening, data defence, and objection handling—voice or text.
5. Repeat as often as needed; no licence, no hidden cost.



**Ask your MRs to click on  
this text to get the AI trainer  
– Doctor Detailing Coach**



## Need Brand-Specific Firepower?

We can spin up a **private GPT coach** loaded with your clinical deck, competition grid and objection bank—still voice-enabled, still multilingual—**in under two weeks.**

Write to [amit@inditech.in](mailto:amit@inditech.in)

Inditech is releasing this tool open-access because a sharper detailing standard helps every stakeholder in Indian healthcare. Forward this bulletin to any colleague who manages MRs—let's raise the bar together.