

NEWSLETTER



Time Wisdom: Managing Energy, Not Just Hours

In Indian pharma sales, it's easy to fill hours chasing numbers, doctor calls, and urgent requests. But real leadership isn't about working longer — it's about working smarter in your strongest hours.

Science shows your best judgment, focus, and emotional control happen before noon. The smartest managers plan their toughest calls and key decisions for this window — and save admin, reports, and routine catch-ups for when energy dips.

WHAT SMART MANAGERS ACTUALLY DO

1. Use their peak energy hours for high-impact calls and decisions
(Morning: 9–11:30 a.m.)
2. Handle routine admin and low-stakes tasks in the afternoon dip
(2–4 p.m. — save your bandwidth)
3. Guard small personal reset moments like chai breaks or a phone-off pause
(Prevents bad calls made on mental fumes)



WHAT THE SCIENCE SAYS

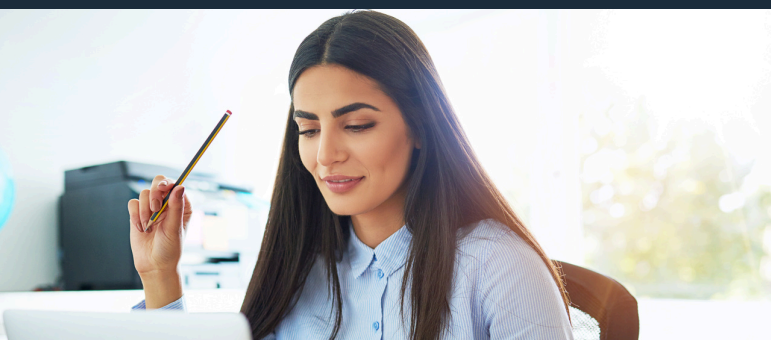
Quick Time Wisdom Guide:

- **Morning (9–11:30 a.m.):** Critical doctor calls, tough rep issues, key pricing talks
- **Midday (12–2 p.m.):** Field rounds, rep check-ins, lighter doctor connects
- **Afternoon (2–5 p.m.):** Reports, CRM updates, non-urgent follow-ups
- **Evening (5–7 p.m.):** Doctor callbacks, casual doctor connects, morale calls

Remember: Guard your best hours like your best accounts.

Micro Reset Hack

After every 3 tough conversations, take 5 minutes. No calls. No CRM. Walk, stretch, or sip chai. Return sharper.



FIELD INSIGHT: REAL-WORLD EXAMPLE

A Hyderabad manager rescheduled his toughest doctor calls to 9–11 a.m. and moved admin to 3 p.m. His conversion rate rose 14% in 6 weeks. Stress complaints from reps dropped too. Lesson: It's not about hours worked — it's about energy used right.

FINAL TAKEAWAYS

- *Time management is dead. Energy management wins.*
- *Your brain's sharpest decisions happen before noon — use them well.*
- *Small resets save you from bad calls and burnout.*

Know a pharma manager chasing hours instead of outcomes? Forward this issue. Because smart managers manage energy, not calendars.

LEAD SHARPER

Your best hour decides your best results. This issue helps you use your peak energy for what matters — not routine noise.

Lead with energy, not exhaustion.