

# Anup Soans

Email: [anupsoans@gmail.com](mailto:anupsoans@gmail.com) Mob: +91 93422 32949

Website: [www.medicinman.net](http://www.medicinman.net)



Connect with Anup Soans on Social Media where he regularly interacts with pharma professionals for their Learning and Development.

## Author

### 1. SuperVision for the SuperWiser Front-line Manager

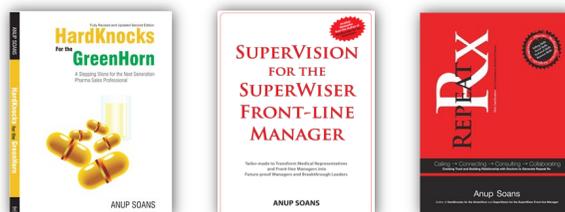
*A mini-MBA for Pharma Front-line Managers focusing on Managerial Competence and Emotionally Intelligent Leadership.*

### 2. HardKnocks for the GreenHorn

*A Starter Kit for Medical Reps on their Roles and Responsibilities*

### 3. Repeat Rx

*Creating Trust and Building Relationships with Doctors to Generate Repeat Rx - A Skill Certification and Competency Building Program*



The books have been used as Learning and Development tools by all the top pharma companies like Abbott, Allergan, Astra Zeneca, Apex, Akumentis, B. Braun, Biocon, Centaur, Eisai, FDC, German Remedies (Cadila HC) Himalaya Drugs, GSK, Novartis, Sun Pharma, Tablets India, UCB Pharma, Wockhardt and others.

## Facilitator

### The Half-Time Coach

*A Customized, Psychometrics-based Program for Pharma Managers.*



\*Sales managers who thrive in today's marketplace are adept at sales change management. Sales change management is defined as the ability to continuously drive results through others in a dynamic, ever changing environment. The cause of the change is not important. Whatever the cause - new competitors, price wars, employee turnover, mergers, revised territories, additional regulatory demands, new strategic directions, etc., effective sales change managers deliver the expected outcome.

**Module 1:** Managing Self for Personal Effectiveness.

**Module 2:** Leading People and Developing People.

**Module 3:** Raising the Bar of Performance by being a Performance Coach.

**Module 4:** Sales Change Management.

*This and other customized programs have been delivered to the medical reps and field sales managers of Allergan, BBraun, Biocon, Carl Zeiss, GSK, Merck, Novartis, Tablets India and others.*

## Editor

**MedicinMan** - India's 1st Magazine dedicated to Field Force Excellence in Healthcare. MedicinMan was started by Anup Soans to cater to the Learning and Development needs of healthcare sales professionals. It is published monthly and is freely available for download. MedicinMan reaches over 40,000 pharma professionals in India and abroad. Visit the website for more: [www.medicinman.net](http://www.medicinman.net)



## Speaker

Anup Soans is a speaker at several national and international conferences and seminars. Most recently he was the lead faculty at *Pharma Sales Force Effectiveness and Automation* organized by UBM in Mumbai and Colombo, Sri Lanka. MedicinMan also hosts Field Force Excellence (FFE) and Brand Drift - 2 premier conferences for pharma focused on Field Force and Pharma Brand Management Excellence respectively.



## Bio

My passion for developing people became a profession when I began work with Crestcom International as a Facilitator of their globally recognized MDP and LDP programs. Prior to that I began my career as a Medical Rep, Oncology Product Specialist and Front-line Manager in Pharma and Devices.

It was during my stint as a Facilitator for the internationally renowned **"Bullet Proof Manager"** program and later with BlessingWhite, and Psytech that I gained insight into the fundamentals of Learning and Development - training, facilitating and coaching to bring about transformational learning that leads to change in behavior and adoption of new skills.

I have been an L & D program facilitator for entry level professionals to CEOs across industries from 2004. To supplement the practical understanding with theoretical framework, I went back to school to complete a fulltime MBA program in HRM at age 46 in 2007.

Prior to L & D, I was into Medico-Marketing/CME and worked with all major pharma/devices companies in developing promotional inputs and conceptualizing and executing medico-marketing campaigns as Executive Director and COO of IJCP Publications. Later, I was Vice President of Quintessence Sciences, the world's largest knowledge management and publisher for dental surgeons.