

Habits of A Pharma Brand Manager

Top 3 Habits of A Pharma Brand Manager (Compilation of responses from the Brand Management Professionals).

Habit 1	Habit 2	Habit 3
Root cause thinking and then solving the puzzle		
Be a visionary	Be practical	Get all the best possible way to create a tactic
Goal oriented	Creative	Practical
Innovativeness	Versatility	Customer Centric
Regular Field work	Updation of knowledge	Study of competition
Empathetic behaviour	Punctuality	Proactive
One should have Strong communication skills written and verbal both. And need to maintain good relationship with colleagues and external contacts.	Ability to think creatively and innovatively.	In-depth understanding of the company's current products and future concepts.
Creative	Far-sightedness	Critical thinking
Agile	Aware about competitors	Creative
Punctuality	Reading	Listening to other's opinions
Team Collaboration	Containing emotions during conflict	Resilience
Vigorously follow up		
Training & coaching	Decision making	Organise
Creative thinking	Logical	Strong execution
Discipline	Leadership skills	Motivator
Continuous learning	Environmental scanning/ Market watch	Perseverance
Patience	Creative	
Ability to think creatively and innovatively	Budget management skills	Analytical skills and identify trends and challenges
Taking first hand feedback from market	Setting a clear SMART goal for brands	Planning micro steps for achieving the desired goal.
Habit is the intersection of knowledge, skill and desire.	They often occur without our permission but can be reshaped by fiddling with their parts.	
Self belief	Leadership	Structured
Being Childlike Curious	Constantly Learning	Do one uncomfortable thing once in every 6 months
Data-Centric strategy fixing /strategic plan.	Stay updated with latest technology available	Competitor analysis and loophole detection.
Know your consumers	Precise execution plan	To be consistent

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A habit of showing empathy towards the end consumers that is patients.	Habit of reading keeping oneself updated of recent trends in pharma sector.	Having patient centric approach whenever a brand is to be launched or managing an established brand.
Focus on brand communication based on patient benefit and ensure the implementation	Understand the customers' needs and competitors' activities to design the better strategy and flawlessly execute the same	Lessen more, be creative, don't compromise minimum 2-week fieldwork and spend time on data analysis
Strong Communication Skill and good relations with colleague	Attitude, analytically thinking Ability	Willing to take challenge and passionate about explore and learning.
practice well in advance to all types of meetings, presentation	spent good and quality time to reading and make strategy planning	be a good conversationalist to others
Reading	Current market affairs	Creativity
Planning of Work and Time Allocation	Regular Follow-up regarding Organiser	Introspection of work and time taken
Meticulous planning	Team player, for smooth coordination	Knowledge updation for being on toes
Good communication skills	Creative ideas basis a data driven market research	Know the why of any strategy or communication developed per se brands
Being proactive	Upgrade knowledge & learn new skills	Prioritize tasks
Ask why to what is happening and what is not happening in market?	Analyse data to check hypothesis	Do field work to get feedback of activity from customer
First, we make our habits, then our habits make us.	Habits can compound.	Nothing will change your future trajectory like your habits.
Brand managers must ensure that products and services resonate with the target audience. “	Brand managers need to have a strong grasp on current market trends	Brand managers rely heavily on market research to ensure product-market fit.
Analyzing market continuously	Updating most recent information about his brand	Exploring and creating difference from competitor
Upgrade yourself on Product Knowledge	Time Management	Accuracy in work
Adapt technological changes	Know the customer	Habituated with new touchpoints
Understanding on Patient Centric Business Approach	Target group with right Targeting and Segmentation	Providing right product messaging is a priority
Being knowledgeable about current scenario	Have conscience of being accountable	Being Analytical
Leadership	Communication	Persuading
Reading	Mingling with others	Learning new things
Consumer centric approach	Creating brand loyalty	Customer Relationship
Stay up to date with latest marketing news	Keep an eye on your competitors	Networking
Habits are powerful tools for carrier or personal growth	Nothing will change your future trajectory like habits	First, we make our habits than habits make us

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Good listener	Solution provider	Lead from front and set example
Asking for feedback	Creating a sense of equality	Have purposeful meetings
Always updated with current news	Proactive	Assertive personality (focused)
Tech Savvy	Customer Approach	Work on basic need
Should Be Proactive	Should be great listeners	Value of Feedback
Sincerely	Assertive	Time management
Cooking	Learning of computer	Traveling
Regular learning about market trends through field visits and customer feedback (doctors as well as chemist)	Knowing the customer pain points for forming brand strategy	Deliver workable strategies and put check points to know the status of implementations and timely corrections if needed.
Focus on customers	Communication skills	Give values to customers
Analysis skills	Creativity to implement their ideas	Develop large scale marketing strategies
Timeline	Customers centric	Practical oriented
Update on knowledge	Regular field work	connect with field, other department and customers
Knowledge of market and competitors	Understanding consumer needs and reaching to their demand's profitability	Understanding brand image and loyalty
Creative	Scientifically Equipped	Value added
Skills of communication	Proactivity	Ensuring the profitability
Ability to differentiate	Consistency	Adaptiveness to Change
Do the hardest task first	Take consistent daily action	Learn from ideal people
Reading	Creative thinking	Data analysis
Consistency,	Read	Spend time with team, customers, and product
Detail oriented	Adaptable	Social responsibility
Relationship Management	Communication Skill	Customer focus
Think differently	Stay relevant	Stay updated on market knowledge
Focus	Data Analysis	Work always on customer feedback and satisfaction.
Positive Attitude	Creative Storytelling	Tech savvy
Discipline	Analysis	Learning
Continuous Learning	Strategic Thinking	Road Map and Vision
Pharmacists	Cooking	Travel
Have a Vision	Start with why	Involve first line sales manager for crafting strategies
Know my customers	Read for learning new things	Do the activity repeatedly by new ways

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"Habit is the intersection of knowledge (what to do), skill (how to do), and desire (want to do)."	Nothing will change your future trajectory like your habits."	Habit will sustain you whether you're inspired or not
Focused approach		
Brand vision is intention	Brand visions are driven by passion & dreams our goal	Involve the first line sales manager in crafting strategies.
Patient centricity	Loyalty	Strategic planning
Don't give up on his goals.	Always ready for an extra mile.	Create his own path to top
Brand Vision	Start with why	Do a regular brand audit
NA		
Vision	Brand Audit	Storytelling
Communication with Sales	Market & Competition Analysis	Go to Customer/people
Vision, why does my brand exist? Good branding communicating.	Crafting a strategy, implementation of strategy by MR, first line manager in building the brand.	How fair process affects people attitude & behaviour. Engagement, clarity Explanation Expectation Trust & commitment Behaviour, voluntary cooperation, I will go beyond the call of my duty.
THE NEW MINDSET	WAY OF THINKING	THOUGHT
To answer the why of the brand is most important.	Strategic planning	Execution Excellence

This document is compiled from the inputs taken from the registered participants of the Learning Session: **8 Habits of A Successful Brand Manager** by [Vivek Hattangadi](#).

Our heartfelt Thanks to everyone who provided their valuable inputs. If you also want to provide your inputs, please fill the [Form](#). Your responses will be added to this compilation.

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