

monoskin™ — Sales Training Manual

Objection Handling Guide — Hinglish Version


Section A: Commercial & Distributor Objections

Q1. ₹1,00,000 minimum investment nahi kar sakta — aur advance payment toh bilkul nahi.

- **Response:** "Sir, bilkul samajh sakta hoon aapki baat. Allow me to clarify — hamara minimum investment structure flexible hai sahi partner ke liye. Hum international standards pe kaam karte hain, lekin aap jaisi established aur credible profile ke liye hum poori koshish karenge ek long-term relationship build karne ki. Ek aisa arrangement dhundte hain jo dono ke liye kaam kare."
- **Alternative:** "Kya ek trial order se start karein? Isse aap product movement dekh sakte hain bade investment se pehle."


Q2. Har company 60% margin de rahi hai — aap se kyun kaam karein?

- **Response:** "Sir, fair point hai. Lekin poora picture dekhein — jab dusri companies 60% margin claim karti hain, toh 18% GST bhi bill mein aata hai. Effective take-home margin actually around 42% hi rehta hai."
- **Response:** "Monoskin mein hum aapko **59% effective margin** de rahe hain. Billing transparent hai — koi hidden GST deduction nahi jo aapka profit khaye."
- **Response:** "Aur humara product premium dermatology segment mein hai jahan prescription pull strong hota hai — iska matlab faster stock movement aur aapke liye zyada repeat orders."

 *TIP: Early pitch mein '70%' ya '59%' seedha mat bolein. Kehna: 'Hum market standard se zyada de rahe hain' — aur unhe khud calculate karne dein.*

Q3. Main sirf 60% margin pe kaam karta hoon — maximum kitna de sakte ho?

- **Response (Field):** "Sir, main on-the-spot sirf 47.5% margin authorize hoon. Isse zyada ke liye main aapko directly hamare international operations head se connect kar sakta hoon."
- **Response (Value):** "Lekin jab aap hamare clean billing structure aur zero hidden deductions ko factor karein, toh effective margin standard market deals se kaafi better nikalta hai."

 *TIP: Kabhi bhi 'itna percent' khule negotiations mein loose mat bolein. Bas kehna: 'Monoskin market se better de raha hai.' Brand protect hoga, commercial compliance rahegi, channel conflict nahi hoga.*

Q4. Main abhi fully booked hoon. September mein aana.

- **Response:** "Sir, bilkul respect karta hoon aapka time. Lekin main aapko batana chahta hoon — hamare paas is specific territory ke liye strictly limited distributor slots hain, aur ye hum sab ko nahi de rahe."
- **Response:** "September tak wait kiya toh genuine risk hai ki aapka exclusive slot kisi aur ko mil jaaye. Aap jaisi profile aur market reach ke saath, hum really chahte hain aap hamare saath hon. Kya is hafte sirf 20 minutes nikal sakte hain?"

💡 *TIP: Scarcity aur exclusivity powerful closers hain — honestly use karein. Territory slots strictly capped hain, yahi emphasize karein.*

Section B: Technology & Innovation Objections

Q5. Humein AI jaisi technology chahiye — warna dusri clinic switch kar lenge.

- **Response:** "Sir, bilkul sahi soch rahe hain — aur monoskin isi direction mein kaam kar raha hai."
- **Response:** "Hum already AI-based support tools apne field operations mein integrate kar rahe hain. Aur haari core product innovation — **Cetosome® Technology** — pharmaceutical delivery science ki cutting edge hai."
- **Response:** "Jahan legacy companies sirf jo unke paas hai woh bechti hain, monoskin dono kar raha hai: AI operations mein bhi aage, aur transdermal innovation mein bhi jo real clinical outcomes deliver kare."
- **Response:** "Hum aapke saath grow kar rahe hain — sirf aapko sell nahi kar rahe."

💡 *TIP: Doctor ki technology need ko immediately acknowledge karein, phir smoothly pivot karein ki monoskin already curve se aage hai. Defensive kabhi mat hona.*

Section C: Product Usage & Clinical Questions

Q6. WeCalm™ use kaise karein — aur kab lagaayein?

- **Response:** "Doctor, best results ke liye WeCalm™ affected area pe gently twice daily lagaani chahiye — specifically morning mein aur evening mein."
- **Response:** "Yeh kaam karti hai hamare patented **Cetosome® Technology** ke zariye, jo industry standard se **5x to 10x** zyada ceramide delivery provide karti hai — Ceramides NP, AP, aur EOP directly wahan pahunchate hain jahan zaroorat hai."
- **Response:** "Completely steroid-free aur non-irritating hai, toh long-term maintenance ke liye entirely safe hai."

💡 *TIP: Morning + Evening application routine emphasize karein aur steroid-free advantage pe lean karein — yahi ultimate differentiator hai chronic skin management ke liye.*

Q7. WeCalm™ ki thickness traditional barrier cream jaisi nahi lagti — effective kaise hogi?

- **Response:** "Doctor, product ki physical viscosity uski barrier function determine nahi karti — delivery technology karti hai."
- **Response:** "Traditional heavy creams sirf skin surface ke upar baith jaati hain. WeCalm™ **Cetosome® Technology** use karti hai jo ceramides ko molecular level pe encapsulate karti hai — directly skin ke natural lipid bilayer mein penetrate karke deliver karti hai."
- **Response:** "Yeh skin ki barrier ke andar kaam karti hai — upar sirf mask nahi karti."

💡 *TIP: Science se lead karein, cosmetic feel se nahi. Agar doctor zyada push kare toh peer-reviewed clinical data share karne ka offer karein.*

Q8. Kya 432ONE™ sensitive skin ke liye suitable hai?

- **Response:** "Haan Doctor. 432ONE™ specifically highly sensitive aur blemish-prone skin types ke liye formulate ki gayi hai."
- **Response:** "Completely fragrance-free, alcohol-free hai aur koi added parabens nahi. Dermatologist-tested formulation hai — post-procedure compromised skin ke liye bhi perfectly safe hai."

💡 *TIP: Fragrance-free + Alcohol-free = core message jab sensitive skin profiles handle kar rahe hon.*

Q9. Kya Bretonoin overnight rakh sakte hain?

- **Response:** "Haan Doctor — safely overnight rakhi ja sakti hai."


Section D: Scientific Credibility & Closing Strategies

Q10. Pehle scientific papers share karein — tabhi prescribing consider karunga.

- **Response:** "Doctor, bilkul. Main aaj hi saara clinical data, case studies, aur scientific papers aapke saath share karta hoon."
- **Response:** "Hamara primary R&D focus patented **Cetosome® Technology** platform pe based advanced Transdermal Drug Delivery systems pe hai — peer-reviewed evidence se backed."


Q11. IADVL Chairman order kyun de rahe hain? Kya reason hai?

- **Response:** "Doctor, IADVL Chairman Dr. Vinay Singh aur kai leading dermatologists ne monoskin pe trust kiya kyunki hamare formulations unaddressed clinical gaps directly address karte hain."
- **Response:** "Hum ek highly effective steroid-free calming option dete hain (**WeCalm™**), ek scientifically validated post-procedure repair cream (**432ONE™**), aur ek advanced non-minoxidil hair serum (**Nanogrow™**)."
- **Response:** "Jab respected medical leaders evidence-backed products dekhte hain — advanced transdermal tech ke saath, highly competitive pricing pe — toh woh early associate karna prefer karte hain. Hum chahenge ki aapka naam bhi is leading group mein ho."

 *TIP: High-profile references carefully aur professionally use karein. Sirf authentic endorsements reference karein jo company records se back ho sakein.*

Q12. Pehle products khud try karna chahta hoon — aur yeh 'bade doctors' meri city mein order kyun de rahe hain?

- **Response:** "Doctor, khud try karna excellent approach hai — hum iska swagat karte hain. Yeh lijiye aapka official clinical sample."
- **Response:** "Aur aapke colleagues ke baare mein — established dermatologists ne isliye connect kiya kyunki hamare recent scientific event mein strong clinical data present kiya gaya tha aur **Cetosome® Technology** ke baare mein growing medical awareness hai."

 *TIP: Resistant ya highly analytical doctors ke liye structured 'batch/trial study' setup offer karein. Isse unka perceived risk kam hota hai, woh directly engage hote hain, aur systematically clinical credibility build hoti hai.*

Q13. 15 din baad aana. / Product acha lagta hai lekin order dene mein kuch rok raha hai.

- **Response:** "Doctor, aapka time aur schedule poori tarah se respect karta hoon. Main aaj isliye hoon kyunki hum currently IADVL Chairman Dr. Vinay Singh aur aapke immediate area ke kai top practitioners ke corporate launch orders fulfill kar rahe hain."
- **Response:** "Kya main pooch sakta hoon — koi specific clinical doubt hai, commercial question hai, ya koi underlying concern hai jo aaj trial order initiate karne se rok raha hai?"

Section E: Daily Field Operations (Daily Call Approach)

Field Executive (MR) ke liye Key Principles:

- 📞 **Reception Pehle:** Hamesha clinic ki reception desk pe call ya visit karein **doctor se milne ki koshish se pehle.**
- 🕒 **Timing Confirm Karein:** Doctor ki exact real-time availability aur preferred MR visiting hours hamesha confirm karein — clinic jaane se pehle.
- 🚫 **Protocols Bypass Mat Karein:** Official channels use karein, front desk staff ke saath relationship build karein, aur clinic security respect karein — taaki doctor tak consistent aur stress-free access mile.