Pharmacy Launch & Pharma Sales Growth Starter Checklist

A practical 15-point commercial roadmap for aspiring pharmacy founders, medical sales representatives, and healthcare brands.

PART 1: PHARMACY STARTUP & LAUNCH READINESS

[ ] 1. Validate local foot traffic, nearby clinics, and competitor density before signing a lease.

[ ] 2. Separate licensing/compliance budget from opening stock and 90-day working capital.

[ ] 3. Structure opening inventory around fast-moving essentials + high-margin wellness lines.

[ ] 4. Set up clear counter-service SOPs so every walk-in receives trusted clinical guidance.

[ ] 5. Plan a 30-day pre-launch visibility campaign (signage, Google Business Profile, referrals).

PART 2: PHARMACEUTICAL SALES & MARKETING EXECUTION

[ ] 6. Segment doctors, clinics, and pharmacies into A/B/C tiers by real prescribing potential.

[ ] 7. Lead every detailing visit with a clinical patient outcome rather than a product pitch.

[ ] 8. Prepare calm, evidence-backed scripts for top 5 price & formulary objections.

[ ] 9. Track call-to-order conversion weekly instead of measuring raw call volume alone.

[ ] 10. Follow up every promising HCP or pharmacy buyer within 48 hours via email or WhatsApp.

PART 3: COMPLIANT DIGITAL MARKETING ENGINE

[ ] 11. Claim and optimize your Google Business Profile with accurate hours, photos & services.

[ ] 12. Publish educational, compliant health & pharmacy content 2-3x per week to build trust.

[ ] 13. Connect a WhatsApp Business catalog & automated greeting for faster client inquiries.

[ ] 14. Offer a helpful free guide (lead magnet) on your website to capture email & WhatsApp leads.

[ ] 15. Review monthly inquiries, repeat patient rate, and top-performing channels every 30 days.

READY FOR TAILORED STRATEGY, TEAM TRAINING, OR THE FULL EBOOK?

Explore The Modern Pharma & Pharmacy Growth Blueprint or book a 1-on-1 consultation.

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