

Chapter VII: Technico-Commercial Biology

I. Introduction

Technico-commercial biology is a field that combines scientific knowledge in biology with business and management skills. It allows professionals to propose, promote, and sell biological products or services while fully understanding how they work and their uses. This area is crucial to connect biological research with the market, turning scientific innovations into practical solutions for industry, health, agriculture, and the environment.

Professionals in technico-commercial biology need a strong scientific background along with skills in communication, marketing, and sales to effectively meet client needs and explain the advantages of their products or services.

II. Key Definitions

- **Applied Biology:** The use of biological knowledge to solve practical problems in health, agriculture, industry, or the environment.
- **Technico-commercial:** A person or role combining technical expertise and commercial skills.
- **Biological Product:** Any product derived from biology (reagents, diagnostic kits, laboratory instruments, microbial cultures, enzymes, pharmaceuticals, etc.) intended for scientific, medical, or industrial use.

III. Roles and Functions of a Biological Technico-Commercial Professional

III.1. Promotion and Sales

- Present products to clients such as laboratories, hospitals, agro-industries, and research institutes.
- Explain how the product works, its benefits, and usage requirements.
- Adapt solutions to meet specific client needs.

III.2. Technical Support

- Train users on proper product usage (analysis kits, instruments, software).
- Troubleshoot technical issues during use.
- Provide the latest information on scientific standards and regulations.

III.3. Scientific and Market Monitoring

- Monitor advancements in the science and technology of biology.
- Analyze market trends and competition.
- Recommend product updates or new products based on emerging needs.

3.4 Commercial Management

- Prepare quotes and handle client orders.
- Negotiate sales agreements and contracts.
- Track stock and product logistics.

IV. Required Skills

- **Scientific knowledge:** Mastery of biological concepts, laboratory techniques, products, and protocols.
- **Commercial skills:** Negotiation, marketing, and client relationship management.

- **Communication skills:** Ability to explain complex concepts clearly.
- **Organizational skills:** Planning client visits, following up on orders, and managing priorities.

V. Job Examples and Applications

Position	Sector	Main Tasks
Sales Representative (Biological Products)	Laboratories, pharmaceutical companies	Product sales, user training, and technical support
Scientific Marketing Manager	Biotech or agro- industrial companies	Product launches, market studies, scientific promotion
Technical Sales Engineer	Laboratory instruments	Product presentation, demonstration, installation, and maintenance
Technical Advisor	Pharmaceutical or agro- industrial products	Client training and advice, sales follow-up

VI. Importance of Technico-Commercial Biology

- **Bridge between science and market:** translates scientific innovations into practical solutions.
- **research support:** ensures researchers have the appropriate tools.
- **Economic development:** contributes to the growth of biotech and pharmaceutical companies.
- **Education and awareness:** improves client knowledge and promotes safe and effective use of biological products.

Conclusion

Technico-commercial biology is a strategic field that combines scientific expertise and commercial skills to meet client needs and support the growth of biological and biotechnological companies. Professionals in this area play a crucial role in spreading scientific innovations, offering technical advice, and promoting products while ensuring proper usage. The development of this sector is vital to companies' competitiveness and to the distribution of scientific solutions to laboratories, hospitals, research institutes, and industries.