

CAREER DEVELOPMENT AS MEDICAL SALES REP



A TRAINING PROGRAM DESIGNED AND DEVELOPED BY QUALIFIED AND EXPERIENCED PHARMACEUTICAL SALES PROFESSIONALS

This highly specialized and concentrated Program is ideally suited to following individuals who are:

- **Fresh University Graduates and like to pursue a career in Pharmaceutical industry**
- **Already working and interested to switch over to Pharmaceutical industry**
- **Already working in a Pharmaceutical industry and like to excel in terms of better position and compensation**
- **Already working in a Pharmaceutical industry and want to qualify the Pharmaceutical Selling Skills Certification**

Program is offered by: 3D Educators – Trainers & Consultants

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3D EDUCATORS

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Program Details

Inauguration

The Training Program will be inaugurated by a senior member of 3DEducators

Program Structure

Number of classes in a week	Three Class Per Week
Duration of each class	2 - Hour
Fee:	Rs.6500/- Only

Other Learning Activities:

Classroom Assignments	2
Presentations by Trainees	2

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About the Program Designer & Instructor

The Profile of Program Designers & Instructors is given below:

The “**CAREER DEVELOPMENT AS MEDICAL SALES REP**” Program has been designed and will be conducted by Abdur Rehman Moosa who has thirty years experience of Pharmaceutical industry and fifteen years experience in training and development.

A.R. Moosa is MBA from IBA, M.A (Economics), has worked for various national and multinational organizations in the pharmaceutical industry. As General Manager 7 years, Marketing Manager 9 years, Product Manager 4 Years and around 10 years as marketing consultant.

At present, he is working with pharmaceutical company in a senior position, also involved in training and development for field sales and marketing personnel.

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Program Syllabus

SELLING SKILLS

Course Contents:

A training program designed and developed by qualified and experienced pharmaceutical sales professionals, the core objectives of this course are:

- To create awareness about the importance of pharmaceutical selling as a career.
- To inculcate the ethical and moral values of this highly sophisticated and specialized profession
- To train medical representatives in organizing and managing sales in their respective jurisdiction
- To train the medical representatives in call planning and pre and post call analysis in order to monitor the results of their sales efforts
- To enable the medical representatives organize their sales efforts and coordinate with distribution department, distributors and other colleagues thus achieve territorial, area, region and subsequently national sales targets.
- Most important of all, to exploit and bring forth the budding talent of bright individuals to make future leaders.

UNIT 1:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Terms and Terminology
- Pronunciation
- Vocabulary
- Anatomy & Physiology

UNIT 2:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Anatomy & Physiology (cont)
- Microbiology & Biochemistry

UNIT 3:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Selling and salesmanship
- Personal and impersonal selling
- Ethical selling
- Difference between consumer and Pharma sales
- Pharmaceutical sales-Pakistan perspective

UNIT 4:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Direct and indirect sales
- Criteria of medical detailmanship
- Medical detailman – Career and scope
- Ethics in detailing
- D/D relationship (For a doctor who is a company)
- Relationship with Chemist (Retailer and wholesaler)
- Distribution channels

UNIT 5:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Know your jurisdiction (Area, Doctors, Dealers)
- Organize your effort
- Manage your territory
- Monitor the prescriptions and sales
- The Doctor-Dealer-Distributor- Dealer –Doctor cycle

UNIT 6:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Focused effort
- Benefits of a coordinated effort
- Is every product equally important
- Sales target & achievement
- Prescription v/s achievement
- Territory/Area/Region/National sales Inter relationships
- So, how important is territorial sale

UNIT 7:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Detailing two way traffic
- Sales talk retention v/s selective perception
- How to detail (Allocation of detailing time)
- Use of print material/visual aids
- Importance of physician sample/give away

UNIT 8:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Preparation of work schedule /sales plan
- Workload/ sales quota
- Frequency of calls v/s Efficacy of call

UNIT 9:

Learning Outcomes:

At the completion of this unit, you should be able to:

Individual presentation on

- Moc Detailing practices

UNIT 10:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Revision
- Basics
- Terms and Terminology
- Pronunciation
- Vocabulary
- Anatomy & Physiology

UNIT 11:

Learning Outcomes:

At the completion of this unit, you should be able to:

- Selling and salesmanship
- Medical detailmanship-career in perspective
- Importance of prescription
- Detailman v/s Doctor broader perspective

- Detailman v/s Dealer and Distributor
- How to detail a doctor
- Managing a territory
- Judicial use of promotional resources

UNIT 12:

**GUEST SPEAKER
FINAL EXAMINATION**

MARKS DISTRIBUTION:

- | | |
|----------------|----------------------|
| • QUIZZES | 10 (2 best out of 3) |
| • ASSIGNMENTS | 20 (2 best out of 3) |
| • PRESENTATION | 20 |
| • FINAL EXAM | 50 |

COURSE CHANGES:

Information contained in this course outline is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment, and marketing needs. The instructor will Endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses. The timetable may also be revised

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