



Health Services Academy Islamabad

“Medical Representative’s Induction Program”

Every Month
A New Batch.

HSA
Certification

Online Classes

Course
Duration:
12 Hrs Max.



Program Fee:

- For Pakistani Students PKR 6,500/-
- For Foreign Students US \$ 80/-

Health Services Academy. Park Road ,Chakshahzad , Islamabad

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Medical Representative's Induction Program

Program Description

Medical Representative's Induction Program is designed keeping in view of the rapidly changing needs of the Pharmaceutical Market where there are new hiring on regular basis by the company. This program will facilitate them to get details of the Pharmaceutical Industry, its protocols, Pharmaceutical Selling Skills, DRAP ethical Marketing, the company's SOPs, and the Job Description they are working for.

Course Objective

The objective of this program is to provide comprehensive knowledge and skills needed for a newly appointed medical representative to know and understand his basic job description and provide results quickly.



Medical Representative's Induction Program

Knowledge Outcomes



- Pharmaceutical Industry Dynamics
- Pharmaceutical Working Basics
- Company's working system
- DRAP Ethical Marketing Guidelines

Abilities Outcomes



- Understand Pharma selling
- Customer's Need identification
- Detailing and convincing
- Objection handling
- Activities execution
- Prescription and order generation.

Skills Outcomes



- Selling skills
- Interpersonal skills
- Communication skills
- Group presentation skills



Medical Representative's Induction Program

Contents

- 01 Pharmaceutical Industry**
The Nature and Scope of Pharmaceutical Industry. The Pharmaceutical Sales & Marketing dynamics.
- 02 Selling basics**
Questioning techniques, Feature and benefits, Objective setting, buying motives
- 03 Sales call steps.**
Prospecting, Pre-call Preparation, Approach/opening, Presentation Detailing, Closing, Post Call Analysis
- 04 Ethical marketing**
- 05 Working system**
Territory, tour program, expense sheet, mathematical formulas
- 06 Company's SOPs**
Job Description.
Working SOPs
- 07 Medical Representative's Job Description**



Teaching and Learning Methodology

This course will build on presentations, discussions & assignments. This course rests on several components – self-study, case discussions, interaction, as well as implementing strategies to practice and application in the subject area:

- Self-Study:
- Student-instructor Interaction in the class.
- Discussion of selected questions, finding examples, answering of questions, etc.
- Preparation of short assignments.
- Final report/project and discussion on a selected topic..

Recommended Text/Book:

- Handbook For Medical Rep. (By Zulfiqar Ali Qureshi)



EVALUATION AND GRADING

The performance of participants is evaluated through continuous observation of the student's performance in the course – the extent to which he/she participates in discussions and the case studies and exercises.

There will be quizzes, monthly hourly exams and final exam at the end of the program. The total marks for passing the course will be 50 out of a total of 100 marks. Participants, who do not meet attendance or any other eligibility criteria, will not be allowed to appear in the final examination.

