



# Health Services Academy Islamabad

## Course Outline

### Field Sales Management



#### Course Fee:

- For Pakistani Students PKR 12,000/-
- For Foreign Students US \$ 125/-

Health Services Academy. Park Road ,Chakshahzad , Islamabad

Email : [pharma@hsa.edu.pk](mailto:pharma@hsa.edu.pk) Web: [www.hsa.edu.pk](http://www.hsa.edu.pk),

Phone: 051-9255590-4 WhatsApp. 0321858000

# Field Sales Management

## Course Description

Field sales management course is helpful in developing management skills, organizational skills, selling skills and interpersonal skills. This course is suitable for both those who want to become manager and for those who are already working as managers in first to top layers. . The course transforms participants into confident and communicative professionals. FSM courses focus on today's need of Pharmaceutical rapidly changing market situation, which is highly demanding more sharpened skills for both man management and sales management. This course covers daily job roles and responsibilities of pharma sales professionals

## Course Objective

Field sales Management training course gives practical knowledge and real life job simulation. Course objective is to focus on train sales managers to produce best in numbers from his team and area development. This course covers daily job roles and responsibilities of pharma sales professionals..

# Field Sales Management

## Knowledge Outcomes



- Management Functions.
- Coaching and Counselling techniques
- Motivate and reprimand
- Hiring and interview techniques
- Team Building
- Distribution management
- Sales Analysis and forecasting
- Promotional management tools and techniques

## Abilities Outcomes



- Ability to recruit, train, motivate, and develop those who will form part of the team
- Ability to lead and motivate
- Ability to develop team and individual
- Ability to analysis, plan and achieve targets

## Skills Outcomes



- Management Skills
- Organizing and planning skills
- Recruitment skills
- KOL development skills
- Communication skills



# Teaching and Learning Methodology

This course will build on presentations, discussion & 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 of examples, answering of questions etc.
- Group Discussions.
- Preparation of short assignments.
- Final report/project and discussion on a selected topic.



# Contents

- 01 Pharma sales basic orientation**  
Fundamental understanding of pharma selling. Job description. Difference between sales person and sales manager. Selling
- 02 Management**  
What Is Management, Management Process, Product Management.
- 03 Leadership**  
Leading, Directing, controlling, motivating. Leadership Styles and classification communication skills.
- 04 Recruitment and Selection**  
Recruitment process, Criteria, Interview techniques. Induction process Goal Setting, Review, Evaluation
- 05 Team Building**  
Team building stages and actions. Motivation
- 06 Coaching and counselling**  
Conflict management, appraising, Reprimand coaching techniques.



# Contents

## 07 Joint Field visits

Joint field visit objective, types and methodology. On job coaching. RCPA.

## 08 Sales Analysis and targets

Trend, growth, CAGR, MAT, and forecasting.  
Work Analysis tools and techniques  
Targets setting methodology.

## 09 Distribution Management

Evaluation, Inventory, coverage and frequency.

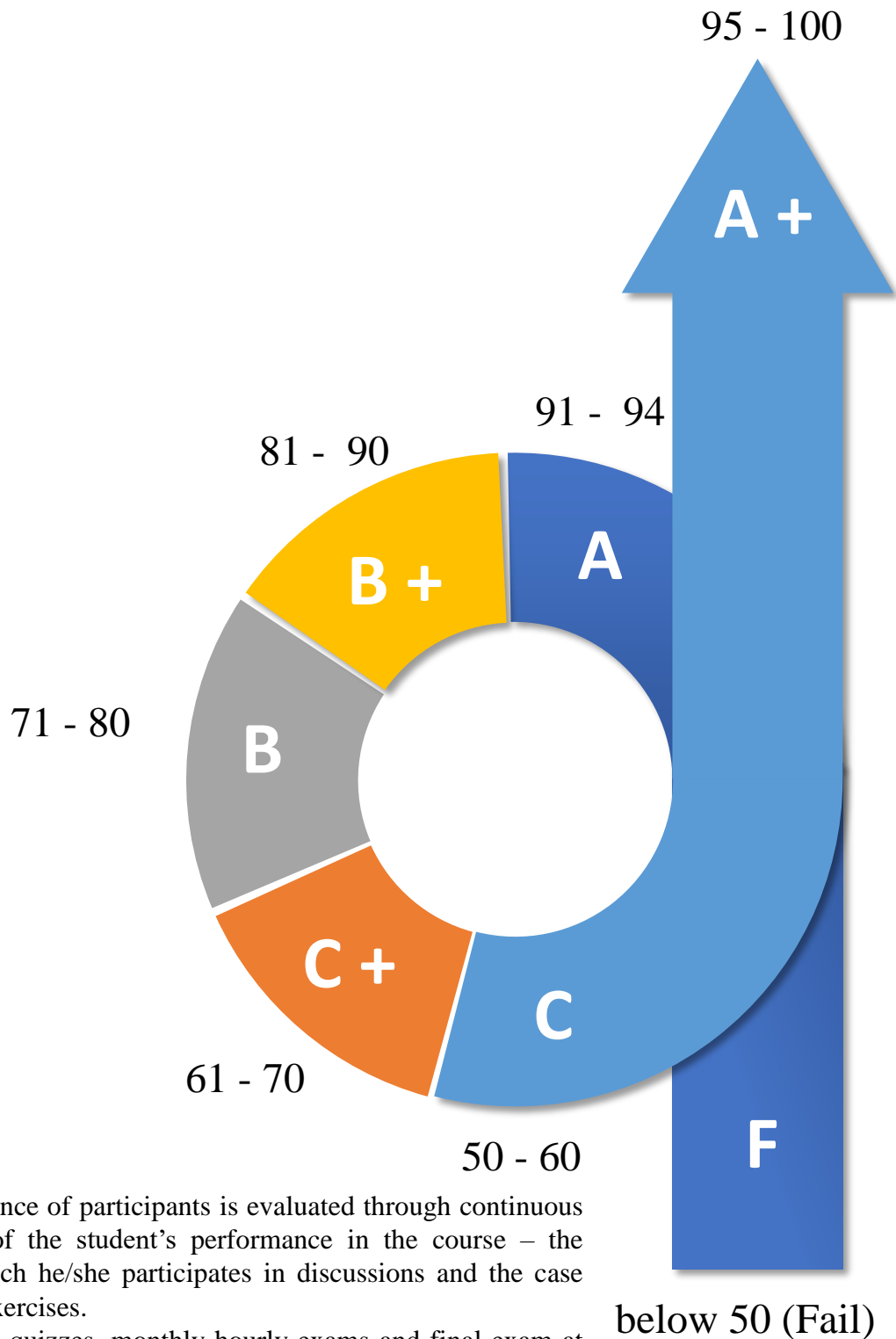
## 10 Sales Development

Territory fixing, Tour program, reporting analysis, expense management,

## 11 ROI

Activities planning and execution, ROI management

# 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.