



# Health Services Academy Islamabad Course Outline

## "Pharmaceutical Selling Skills"



### Course Fee:

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

Health Services Academy. Park Road ,Chakshahzad , Islamabad

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# "Pharmaceutical Selling Skills"

## Course Description

Pharmaceutical Selling Skills course is carefully designed keeping view rapidly changing pharmaceutical market and competition. In this increasingly complex, regulated environment, salespeople need the selling skills to stay ahead of the competition and establish strategic relationships with clinical staff, procurement, and others involved in the decision-making process.

Professional Selling Skills is ideal who are already working as medical representative and want to enhance pharma selling skills and knowledge. Pharma medical representative training course gives practical knowledge and real life job simulation.

## Course Objective

Course objective is to focus on basic and advanced level of selling skills for pharma sales representatives. This course covers daily job role and responsibilities of medical representative. Orientation to job related practical aspects of the pharma sales representative (Medical Representative) is covered in this course

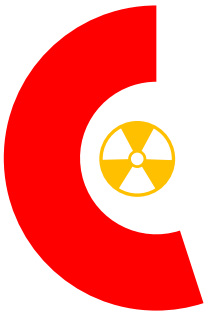
# “Pharmaceutical Selling Skills”

## Knowledge Outcomes



- Pharmaceutical Market Competitiveness
- Territory evaluation and coverage
- Doctor's customer's insight
- Selling effectiveness
- Sales call effectiveness

## 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



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

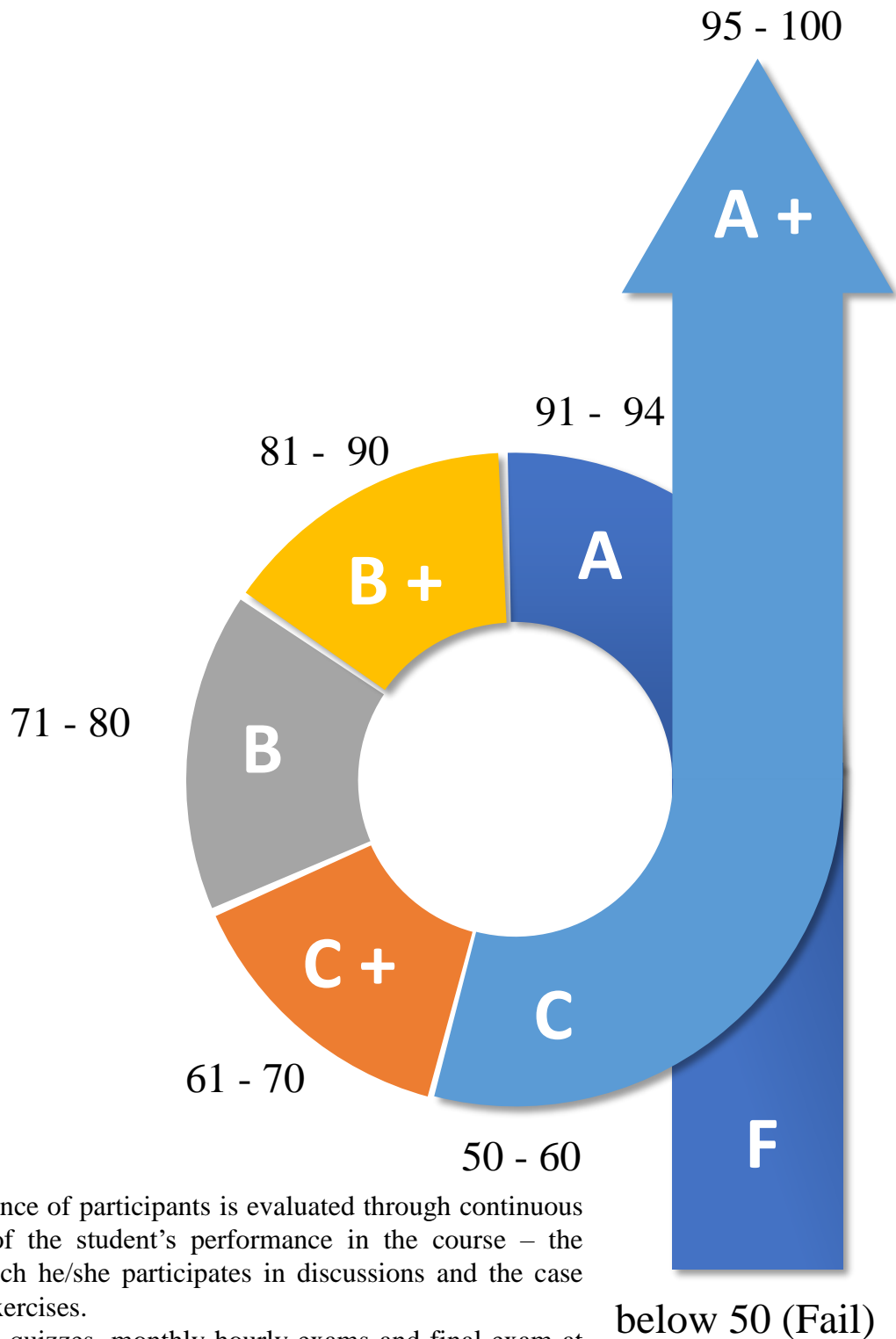
- 01 Pharma Selling**  
Process, Pharma market, prerequisite in pharma.  
( local & international market and trends. ( medical practice culture in Sri Lanka) for Sri Lankan Students.
- Selling basics**  
Questioning techniques,  
**02** Feature and benefits,  
Objective setting,  
Need & Want  
buying motives
- Customer.**  
**03** Process  
Customer's Satisfaction
- Sales call steps.**  
Prospecting,  
**04** pre call preparation,  
approach/opening,  
presentation detailing,  
closing,  
post call analysis
- Funnel**  
**05** Objection handling,  
Buying signals,  
Hospital working.



# Contents

- 06**    **Distribution**  
Orders Reports availability follow-up system
- 07**    **Working system**  
Territory & Time Management,  
Tour program,  
Expense sheet,  
Mathematical formulas
- 08**    **New Launches**  
Pre launch and steps
- 09**    **ROI/ACTIVITIES**  
Types scope and methodology

# 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.