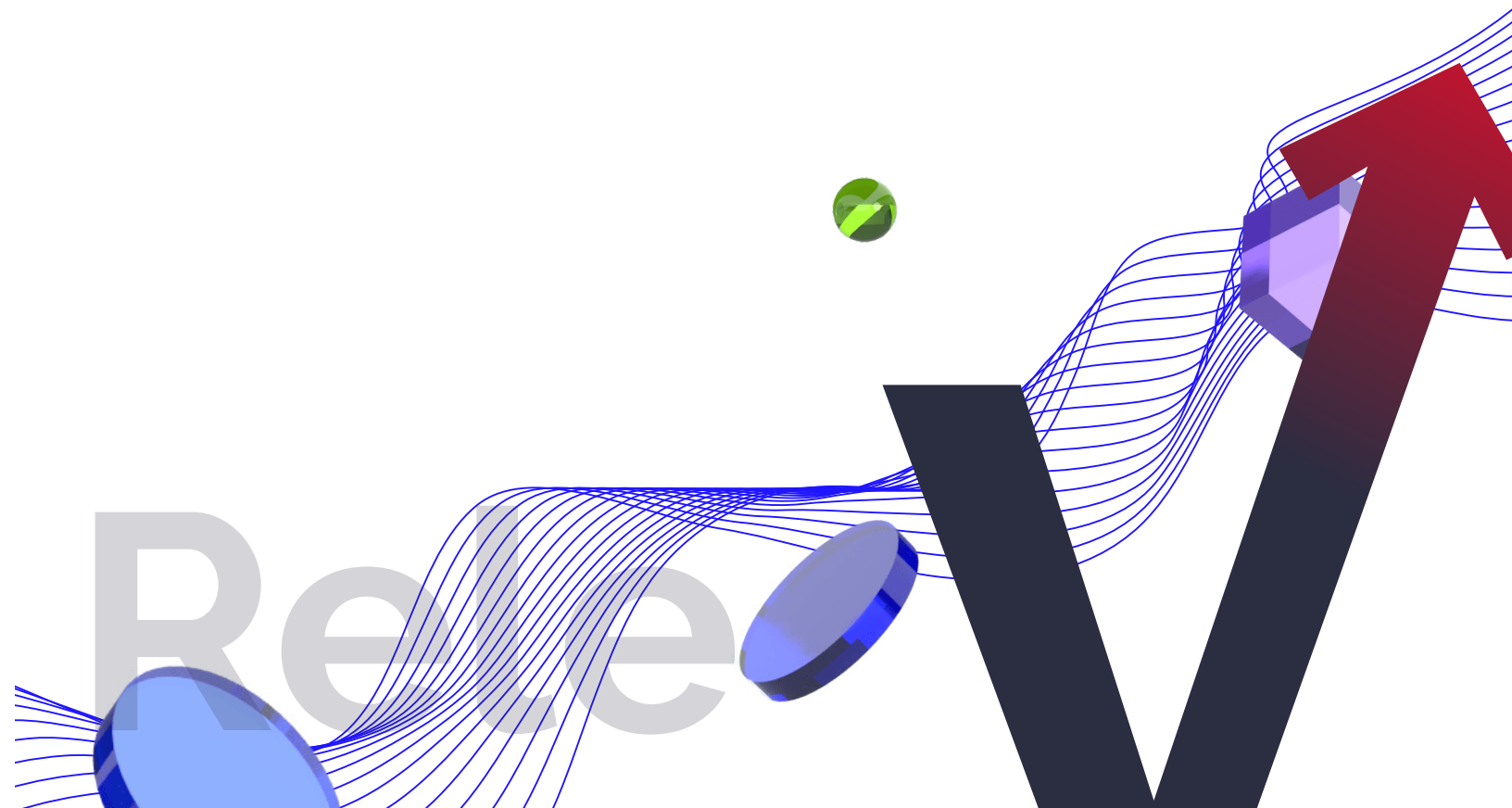


Relevancy Academy

Pharmaceutical Selling Skills



About the Program:

In the 3-day Pharmaceutical Selling Skills course, delegates will receive detailed, in-depth training in the effective approach to pharmaceutical selling skills that comprises of understanding the needs of the doctors, trying to find out the unmet needs, use of probing questions, applying listening skills, handling objections, developing rapport with doctors, and selling benefits of your products vis a vis competitors' products.

This program will enable delegates to profile the prospective doctors and other healthcare providers in order to set call objectives and conduct successful sales dialogue to move the customer through the adoption process and to follow through the process.

Attendees will acquire the skills which enable them to analyze the psychology of the prospect they are selling to, knowing their attitudes and motives. Moreover, the art of opening a sales call, mastering the probing, handling objection and closing the sales all are covered in this course, supported with case studies, role plays and examples.

Duration: Three (3) days

Language: Arabic/ or English

Methodology & Evaluation

General Methodology:

Similar to any LYS training program, this program offers an interactive learning experience in which will allow the delegates to reflect on their learning through an informative, indulging, and fun classroom experience. The design of the training session focuses on the following attributes:

- **Concrete Experience:** The delegates will learn by doing
- **Reflective Observation:** Reflecting on the newly experienced skill set
- **Abstract Conceptualization:** Developing deeper understanding to the learned concepts
- **Active Experimentation:** providing the delegates with realistic tools that can be tested in the real life

Objective

- Understand the pharmaceutical industry and its marketing concepts
- Identify the qualities of a successful pharmaceutical salesperson
- Practice the pharmaceutical selling process in details
- Developing the best techniques for a sales call and conducting sales dialogue
- Learn questioning types and probing techniques
- Learn to demonstrate the right attitude, build rapport and win confidence
- Understand how to present Features, Advantages and Benefits (F.A.B.) Model
- Respond efficiently to objections or concerns raised by the client
- Make an effective post call analysis and practice follow through techniques
- Demonstrate closing skills & demonstrate how to successfully seal the deals by applying the suitable closing techniques

Module Outlines:

Module \: Fundamentals of Pharmaceutical selling

- Introduction to selling and marketing concepts.
- What makes a successful salesperson?
- What makes a good presentation?
- Sales Process, adoption process and styles.
- Know your 3Cs: Company, Customers and Competitors.

Module 2: Presales and Preparation

- Classifications of customers.
- Selling for big accounts (Key Account Management)
- Sales call objectives.
- Opening of a sales call.
- Questioning skills and probing.
- Features, Advantages and Benefits (F.A.B.).

Module 3: Customer Needs Analysis & Product Value Proposition

- What is a group presentation?
- Presentation stress and how to conquer them.
- Prepare, prepare and prepare.
- Know your audience.
- What is a message?
- How to open a presentation and ice breaking?

Module Outlines:

Module 1: Understanding Pharmaceutical Sales Process

- Visual communication
- Eye contact and body language.
- Understand the basic types of negotiations, the phases of negotiations, and the skills needed for successful negotiating
- Understand and apply basic negotiating concepts: WATNA, BATNA, WAP, and ZOPA
- Lay the groundwork for negotiation
- Identify what information to share and what to keep to yourself
- Understand basic bargaining techniques
- Apply strategies for identifying mutual gain
- Use the negotiation process to solve problems.
- How to deal with questions and handling objections.
- Dealing with difficult audience.
- Getting feedback.
- Ending a presentation and closing effectively.
- Handling Objections and calls challenges.
- Art of closing sales.
- How to make an effective post call analysis?
- Follow through techniques.

Module 2: Build Strong Customer Relationships:

- Learn customer relationship management techniques specific to the pharmaceutical distribution industry.
- Enhance communication and collaboration with healthcare providers, pharmacies, and other customers.
- Develop strategies to meet customer expectations and provide exceptional service.

Module 3: The Full picture

- Action plans
- Learning Diary
- Summary of key learning points

Learn with the Best



Jamil Dababneh

R.Ph., MBA degree connection
Author, Certified International
Professional Trainer and Senior
Consultant **with 40 Years Experience**



Abdallah Battah

Digital Marketing Trainer &
Consultant Experience in the
Pharma sector & Beyond **With 12
Years Experience**

300+K
We Trained

10+K
Digital Consultation

15+
Program