

## EMPOWERING PHARMA FIELD SALES MANAGER

Sr.No.	Time	Topic
1	09:00 a.m. to 10:00 a.m.	<b>AKHS principles in Pharma Marketing why pharma company need sales person, Developing Positive Attitude, Healthy habits, Developing Knowledge, Selling, Skills/</b>
2	10:00 a.m. to 10:45 a.m.	Job functions of a medical Representative, Field work, visit to Retail Chemists, Stockiest operation, Administrative- written communication, work culture, for self development.
3	10.45 a.m. 11.00 a.m.	<b>TEA BREAK</b>
4	11:00 noon to 12:00 p.m..	Prescription Audit, Why ? Importance to M.R. Advantages, How to go about with prescription Audit Intensive audit to identify doctors and products prescribed, General guidelines, why sales people avoid prescription audit ? How to overcome ? format of prescription Audit.
6	12:00 noon to 01:00 p.m.	<b>Planning for field Sales People Planning activities of M.R. Planning activities for field manager, sales and expenses Planning, Manpower plan.</b>
7	01:00 p.m. to 02:00 p.m.	<b>LUNCH BREAK</b>
8	02:00 p.m. to 03:00 p.m.	Detailing – The soul of product presentation, Measuring effectiveness , Types of detailing, planned organized situation specific detailing, How to make detailing effective ? Attributes of a master detailer, Myths about detailing, some don'ts in detailing, some do's for detailing, selling process, Pre-approach, approach, during phase Making successful close,
9	03:00 p.m. to 04:00 p.m.	<b>Personal Order booking, Some do's for success in POB, some doubts, Handling sales objectives, How to handle sales objectives, when should objection be answered ? For estalling objections, care in handling objections, Art of handling objections – Some methods, valid and unanswerable objections, Figuring Technique.</b>
11	04:00 p.m. to 05:00 p.m.	<b>Sampling- The precious promotional tool, concept of sampling, objective of sampling, How much and when samples should be given ?</b>
		<b>TEA BREAK</b>
		<b>Objective Test</b>
12	04.30 p.m. to 05.00 p.m.	<b>Question and Answer Session</b>

No.of Participants required - 30

Who can participate ? - Students of F.Y., S.Y., and Third Year,  
B.Pharm., & M.Pharm. Pharma Marketing students.

**Fees : Rs. 1000/- per participant**