

COLLEGE OF BANKING & FINANCE
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DIPLOMA FOR MEDICAL SALES REPRESENTATIVES

SECTION -A

Course Content for Pharma Industry.

(36 Credit hours)

This course will cover the following Areas.

What is Selling.

- a) Definition of selling
- b) Marketing and selling difference

Pre-Call Planning.

- a) Prepare market analysis
- b) Review customer background Record
- c) Set SMART objectives for each call
- d) Prepare promotional material suitable for each customer

Market Analysis

- a) Geography and demographics
- b) Location of the customer doctors/pharmacy/hospital
- c) Customer performance versus competition
- d) Meeting customer expectations and becoming a working partner
- e) Distribution and stock availability
- f) Local prescribing profiles
- g) Patient types

Getting Smart

- a) Specific
- b) Measurable
- c) Ambitious
- d) Realistic
- e) Timed

Prepare promotional material suitable for each customer

- a) Brochure content explanation command
- b) Samples of medicine prepare according to doctors specialty
- c) Gift and Gimmicks presentation technique

Opening Call Planning.

- a) Communicating in the customer's preferred style

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- b) Building rapport
- c) When to open a call
- d) How to open the call

Customer benefit approach (what's in it for me?)

Gain agreement to proceed

1- Exploring.

- a) Why explore
- b) Objectives of exploring

2- Satisfying.

- a) How to satisfy
- b) Understanding the customer's need
- c) When to satisfy customer need

3- Closing.

- a) When to close
- b) How to close

Managing Customer Challenges.

- a) Why customers pose challenges
- b) Reasons for challenging
- c) Kind of Challenges

Post Call Analysis.

- a) Call successful
- b) Call bad response
- c) Objection from customer
- d) Satisfaction of customer

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SECTION –B (36 Credit hours)

Physiology

1. Nervous system

- a) Central nervous system
- b) Peripheral nervous system
- c) Autonomic nervous system

2. Digestive system

- a) Mouth
- b) Esophagus
- c) Stomach
- d) Small intestine
- e) Large intestine
- f) Accessory organs

3. Cardiac and vascular system

- a) Heart
- b) Electrical conduction of heart
- c) Great vessels

4. Reproductive system

- a) Male reproductive system
- b) Female reproductive system

5. Endocrine system

- a) Pituitary gland
- b) Anterior lobe hormones
- c) Posterior lobe hormones

6. Excretory system

- a) Kidney
- b) Nephrons
- c) Ureter
- d) Urinary bladder
- e) Urethra

7. Respiratory system

- a) Upper respiratory system
- b) Lower respiratory system