

Selling Skills for Medical Representatives

How to become an exceptional Medical Representative

Course Overview

This workshop provides the participants with the skills, knowledge and confidence to set clear objectives, progress through the sales call in a conversational style finishing with a strong close to ensure improved productivity, enhanced customer focus, creation of long-term business partnership and selling strategically

Course Outline

- Brand life cycle (BCG - Matrix)
- Social style identification (Drivers, Expressives, Analyticals and Amiables)
- The 7 Basic Selling Steps
 1. Pre-call planning
 2. Opening
 3. Questioning
 4. Presentation
 5. Handling objections
 6. Closing
 7. Post call analysis
- Painting the Patient Picture (PPP)
- Non-verbal signals and adaptive selling
- Territory management
- Report writing

Learning Objectives

Upon completion of this course, participants will be able to:

- Create an outstanding success for their brands
- Identify the different behavioral / social styles of their clients
- Plan for an effective territory management
- Follow the 7 basic selling steps
- Use the PPP approach to enhance their brand remembrance and prescription
- Employ different techniques for handling objections
- Watch and comprehend the client's non-verbal signals (body language and voice)
- Effectively close the sales call and have commitment
- Write a professional sales report

Who Should Attend

This workshop is specially designed for individuals who want to enhance their selling skills for maximum results, particularly pharmaceutical medical representatives.

Course Duration: Two days from 9:00AM to 4:00PM

Registration Deadline: One week before the course date

Course Fees

- 1500 EGP (Registration is confirmed only upon payment)
- Fees include materials and attendance certificate
- Complimentary coffee breaks and light lunch

Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

For Registration

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Payment should be made one week prior to course.
- Payment by cheque in Top Business's name or cash to our address.

For More Information

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