

Mastering Medical Sales: A 5-Day Intensive for Representatives

Marketing, Sales, Customer Service
Malaga (Spain)
29 Sep - 03 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, creating a sense of depth and focus on the king piece.

Mastering Medical Sales: A 5-Day Intensive for Representatives

Ref: 321637_142689 **Date:** 29 Sep - 03 Oct 2025 **Location:** Malaga (Spain) **Fees:** 4400 Euro

Course Description

This comprehensive 5-day training course is designed to equip medical sales representatives with the essential skills and knowledge needed to excel in the pharmaceutical industry. Participants will gain a deep understanding of medical products, develop effective sales strategies, and learn how to build lasting relationships with healthcare professionals.

Learning Objectives

- Understand the pharmaceutical industry landscape and regulatory environment
- Develop effective communication and presentation skills for medical sales
- Learn to identify and address customer needs in the healthcare sector
- Master techniques for building and maintaining professional relationships
- Gain proficiency in product knowledge and competitive positioning

Course Modules

Day 1: Introduction to Medical Sales

- Overview of the pharmaceutical industry
- Regulatory framework and compliance
- Role and responsibilities of a medical sales representative
- Understanding the healthcare market and key stakeholders

Day 2: Product Knowledge and Medical Terminology

- Basic anatomy and physiology
- Common diseases and treatments
- Pharmacology fundamentals
- Mastering product features and benefits

Day 3: Sales Techniques for Medical Representatives

- Consultative selling approach
- Needs analysis and solution positioning
- Handling objections in medical sales
- Effective presentation skills for healthcare professionals

Day 4: Building and Managing Customer Relationships

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- Networking in the medical community
- Key account management
- Building trust and credibility with healthcare providers
- Maintaining long-term professional relationships

Day 5: Advanced Sales Strategies and Ethics

- Competitive analysis and differentiation
- Territory management and planning
- Ethical considerations in medical sales
- Measuring and improving sales performance

Practical Wins for Participants

- Develop a personalized sales pitch for a medical product
- Create a territory management plan
- Practice objection handling through role-play scenarios
- Build a professional network within the healthcare industry

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335