

Sales for Medical Representatives

Marketing, Sales, Customer Service
Accra1 (Ghana)
03 - 07 Mar 2025

UK Training

PARTNER



Sales for Medical Representatives

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Introduction

Even without medical training, working as a medical sales representative may be a great way to enter a trustworthy field that can positively impact your life. Our Medical Sales Representative course can serve as a springboard for you to begin your career in this field.

Medical sales agents provide a significant link between pharmaceutical corporations and health workers. They strategically approach prospective clients with goods or services that will improve their clients' operations and capacity to serve clients. You will learn about all the components in our Medical Sales Representative course, enabling you to enter and succeed in this industry with the knowledge you need.

Course Objectives of Sales for Medical Representatives

- Recognise the basics of business mathematics.
- Investigate many types of sales methods to boost your sales.
- Understand how people communicate in pharmaceutical environments.
- Find out how to fulfil the priorities of purchasers.
- Over the long run, develop the ability to market your reputation.
- Learn about regular operating practices.
- Learn pharmaceutical maths and medical maths.

Sales for Medical Representatives Course Outlines

Day 1

Business Math

- Business Math Terminologies
- Business Math Mark-up Discount
- Retail Business Math Mark-up Amount & Mark-up Percentage
- Retail Business Math Discount Amount & Discount Percentage
- Pharmacy Business Math Purchase Price, Discount, and Discount Percentage
- Pharmacy Business Math Percentage Markup Rate
- Pharmacy Business Math Gross Profit Net Profit

Day 2

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The Guaranteed Way to Improve Your Sales Technique

- The Number One Universal Killer Question in Selling
- The Importance of Establishing the Clients Expectations
- How to Close the Sale Without Sounding like a Salesman

Day 3

Why People Buy and How to Get Them to Buy from Us

- Being Prepared for Objections
- The Most Common Objections and How to Handle Them
- How to Get People to Choose What You Want Them To
- What Buyers Say and What They Really Mean

Day 4

Sales Techniques You Need to Know

- All You Need to Know About Time Management
- Recognising the Moment That Matters and the Role of 'Enough'
- What to Do When It Starts Going Wrong
- How to Understand Other People - Can You Clarify?
- How to Build Your Reputation and Getting Your Client to Feel Indebted to You
- Selling in the Long Term and Being Recommended

Day 5

Standard Operating Procedures SOPs

- Standard Operating Procedure
- Importance of Standard Operating Procedure
- Standard Operating Procedures in practice
- Examples of Standard Operating Procedure

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