



CERTIFICATE IN PHARMA / MEDICAL MARKETING

Why Pharma Segment?

Pharma segment is fast growing and MOST Profitable segment. And many investments are coming in this segment.

What is Pharma Marketing?

Pharma marketing is indirect business model where buyer is not customer. It refers to the marketing of drugs and medical devices by private and public organizations to doctors, clinicians and consumers.

Marketing to Doctors

Marketing to doctors is all about identifying the needs of these professionals and providing well-researched solutions in a creative way through tactical media Placement. It is most challenging as customer is highly qualified and with lot of self-esteem. Sales time is very less.

Marketing to Patients

Marketing to patients is all about identifying individual needs and creating a patient experience that will provide efficient and specific value to address these same needs.

Pharmaceutical Marketing

A program that combines the study of basic and pharmaceutical sciences with marketing studies; and that prepares individuals for careers in pharmaceutical sales, marketing and related fields within the health care industry. Includes instruction in biology, pharmaceuticals, pharmacology, health care systems, issues and structure of pharmaceutical industry, pharmaceutical marketing, pharmaceutical and medical product management.

REASON TO CHOOSE PHARMA SALES PROFESSION

- Freedom of Expression
- No limit for income
- Challenging job
- Most Satisfying
- Stimulate personal Growth
- Growth is not restricted by age/sex/nativity/ caste/years of Experience
- You have chance to learn new all time

SKILL REQUIRE

KNOWLEDGE

- Scientific knowledge (Human Body, Anatomy & Physiology, Pharmacodynamic/Kinetic, Pharmacology, Microbiology)
- Basics of Pharmaceutical marketing
- Role and Responsibility of MR's
- Market & Customer knowledge

ATTITUDE

- Recognize your strength & stay ahead of competitors
- Groom your personality
- Performance is reflection of personality
- Ethics of Pharma marketing
- Winning the customers

SKILLS

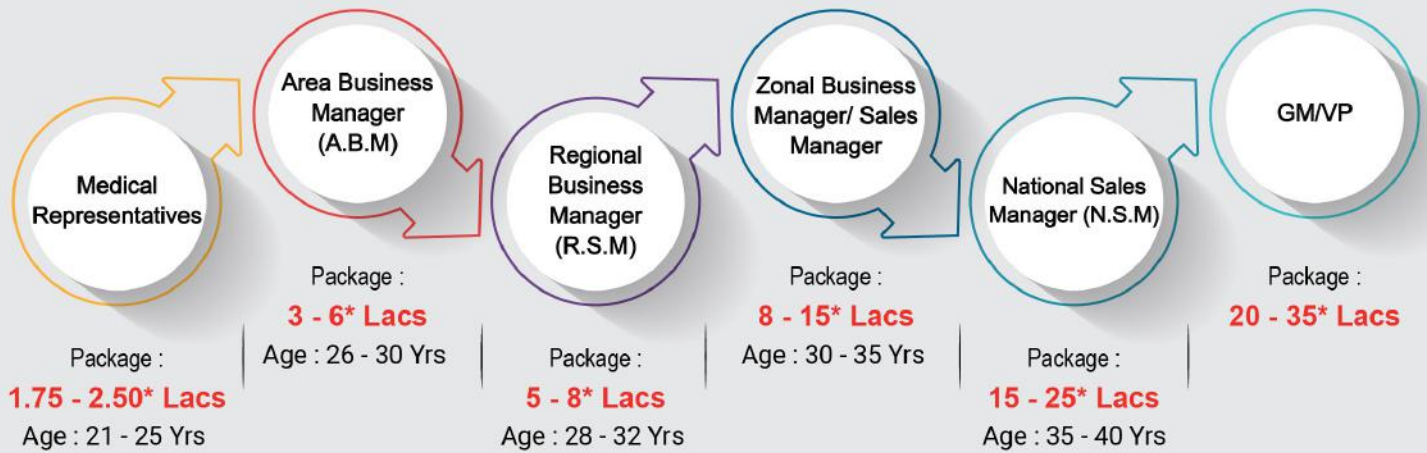
- Communication (Verbal & Non-Verbal)
- Body language /Etiquette
- Basics of Selling skills
- Market Analysis/Survey
- Networking skill
- Interpersonal skills
- Analytical/Planning Skill
- Negotiation Skill

HABITS

- Always helping mode
- System and Policies
- Call Planning
- Reporting
- Strategies implementation
- Critical analyst and Bold to give analysis (No yes sir habit)
- CRM & KOL management

GROWTH OPPORTUNITIES

CAREER PATH



TRAINING

Our comprehensive training program include the following:

- Overview of Human body, Anatomy & Physiology, Pharmacology, Pharmacodynamic, Pharmacokinetic, Microbiology.
- Antibiotics, NSAID, Anti-Hypertensive, Anti Diabetics, Malaria Life cycle, Cough etc.
- What is MR's Sales profession with Job profile and role.
- Basics of Pharma Selling
- Detailing with (Approach & Pre-approach)
- Objection Handling
- Building rapport with doctors
- Know your customer: Retailor
- Planning Retail Call
- Retailing an Art
- Call Planning
- Various Products basics Knowledge (Competitors Brand, MOA, Indication, Dosage)

ROAD MAP FOR REACHING THE CHAIR OF CEO

Eligibility :

Any Graduate

Pre recruitment training:


- Group Discussions
- Poster Presentations
- Soft Skill Training
- Personality Development
- Interviewing Skills
- Resume Writing
- Mock Interview Practice
- Communication Skills
- Business English
- Email Etiquette
- Business Etiquette
- Workplace Skills
- Mock Placement Test
- Power-Point Presentations



PROWESS PHARMA KNOWLEDGE CENTRE LLP

(formerly known as Nishodh Saxena Advisors LLP)

CONTACT US

 402/B, Primate Complex,
Opp. Mother Dairy,
Judges Bungalow Cross Road,
Bodakdev, Ahmedabad - 380054.

 +91 83181 27735

 +91 7984727652

 www.pharmaknowledgecentre.com

 info@pharmaknowledgecentre.com

