

BLDEA's SSM College of Pharmacy and Research Centre

**Certificate course on Sales  
and marketing**

2016

BLDE University Campus, Shri B.M.Patil Road.Vijayapur

## **Purpose:**

- Today, the world is more complex competitive and demanding than ever before. Due to which individual gets increased pressure and stress
- Most of people in this world assume that anyone who holds a degree in hand will possibly sails through life smoothly
- Industry reports reveal that you require 15% technical skills and 85% Social Etiquette, Business Etiquette & Interpersonal skills, Personal excellence and Networking Skills to ladder upper heights in one's career/personal life
- In Today's scenario, companies expect fresh-joinees to require least amount of training or orientation to start functioning and being billable at the earliest
- On the other hand students/candidates are unaware of etiquettes & overall personality skills that are expected by the interviewer
- Hence we at Attitude plus consulting services provide a platform for students to reveal their full potential and become a confident personality

## **Certificate course on Sales and marketing**

**Description:** Industry Sales and marketing skill development

**Process:** We at Attitude plus Consulting Services influence Group Dynamics and Optimize the way people interact with each other. We help to create a more enriching and effective work environment.

- Lectures, Exercises, Role Plays, Video Recording and Playback
- verbal & visual discussions
- Group assessments & competency mapping and SWOT analysis.
- Presentations, charts, movie clips etc.
- Brain storming sessions
- Group exercises
- Simulation techniques
- Case studies
- Psychological counselling
- Emphasis on image empowerment, Power of belief,
- Use of body language, and assertive communication

**Eligibility(Target students):** All final year students B-Pharma

**Duration of course :** 30 hrs

**Topic: Pharma sales and marketing**

Program scheduled timings: Weekend Sat and Sunday 9.30 am To 5.30 pm

**Program outline:**

**Program outline: Pharma sales and marketing:**

### **Saturday Day 1: Industry orientation (6hr)**

- Emerging trends in pharmaceutical sciences.
- Needs & Challenges in the industry
- Opportunities in the industry for a pharmacy graduates
- Understanding various segments/departments...etc in the industry
- Top companies in the segments and their growth
- Hierarchy in the industry/segment wise
- Up gradation programs to build career opportunities

### **Sunday, Day 2: Basic fundamentals in pharma sales**

- Fundamentals of pharma sales
- RCPA/ PCPM
- Knowing how pharma sales happens
- Visual aid handling
- Promo materials
- Approach to customers
- Sales and marketing chain

### **Saturday, Day 3: Pharma Marketing(6hr)**

- What is pharma marketing
- Basics of marketing
- Pharma marketing orientation
- Market research process
- Product life cycle/ management
- Case studies

### **Sunday, Day 4: Pharma sales and marketing skill development**

- Understanding Team and Self
- Understanding selling and its process
- Components involved in sales as process
- Sales as a process
- Stages of sales call
- Dealing with difficult customers
- Neuro Linguistic Programming in sales (A programming used to become highly effective sales person) Influencing Patterns in sales call
- Questioning skills and objection handling in sales call
- Group activity and Demo role plays

### **Saturday, Day 5: Competency building (6hr)**

- Role plays
- Activities
- Teach back session
- Group interaction
- Group presentation

- Individual presentation
- Summarising
- Closing remarks
- Valedictory

**Evaluation: Written tests, overall performance, teach back session, question and answer**

**Certification: Course certificate will be provided for the deserving candidates, even if someone is not up to the mark, they will be given handhold support.**

**Benefits:**

- Thorough understanding about the therapeutic segments of the industry, competition, market dynamics, growth opportunities, hierarchy, top companies strategic management overview as further it helps in decision making to choose right company/segment.
- At the end of the program Students will develop Improved cross cultural communication skills, global thinking and will Learn to deal with their counterparts
- helps them in attaining good speaking proficiency and critical thinking ability.
- Program will Enhance their assertiveness and Screening out their distractions and learn to concentrate.
- Understand on organizational behavior as they will be developing leadership qualities, team work, office etiquette and decision making abilities
- Because of their overall presentation at the end They will be highly respected in an organization/colleague, friends or even at home as they will go through with Learning of great values like integrity, honesty , punctuality , efficiency and when to Become flexible and adaptable which will ensure Ability to accept any challenge in their life.
- Hence it improves long term outlook to their career goal and at personal life

---

Attitude Plus