



PRA
CONSULTANCY



Professional Medical Selling Fundamentals

**Live Online Training
2 Sessions per week**

Date : 19th Mar 2021 to 9th Apr 2021

Course Overview

Dear participants ,

As a starter in your sales career path , you may already be familiar with the topic ` Sales', which is the most dominant career on earth since the dawn of age. Selling skills have become a vital part of every successful salesman and serve to build your career and increase your success story in any career path that you take! .Adding more , as a part of sales is the medical sales and a medical sales representative sells medical devices , products (can be pharmaceutical products/medicines), or equipment.To be successful as a Medical representative /product specialist/sales rep, you must have excellent selling skills , written and verbal communication skills to connect with potential customers. You should have understanding of your product you are selling and the ability to present it clearly to small or large groups of people.Many medical sales jobs lie at the happy intersection of three robust industries : Healthcare , Sales and Biotechnology. If your considering a medical sales career path , you may be motivated knowing that there's a great potential to earn a lucrative salary and enjoy a rewarding, long-term career.

Course Methodology

Our unique integration of world class sales training, practical knowledge as well as long sales career history and confidence create a continuous improvement system for participants and sales organizations.

We employ a data-driven, smart methodology on a focused set of competencies that result in a rapid talent development and decreased time to results.

Our course relies on smart methodologies that prepare you to be a Professional medical representative/ product specialist/sales rep. with the unique selling skills techniques required to penetrate the market.

Examples of these methodologies: -

- Case scenarios & Case presentation
- Interactive Role-Play
- Coaching & Mentoring
- Group discussions
- Training Games
- Meet the Customer (Live On-Board Role-Play)

A COVID-19 Special Edition Package

- Remotely working from home.
- Job searching during COVID-19.
- Global Consumer Trend & Behavioral change.
- Health & Mental Fitness.
- Adapte, reshape = Lead sales through COVID-19 crises.

Who Should Attend

This Course is intended to provide participants with fundamental knowledge on medical sales and help to developing and enhance their selling skills. Young sales professionals, fresh graduates will find this course of a great value to their future.

It is also intended for companies who wish to boost the skills of their sales rep employees or want to put their new joiners on the right track of a successful sales career.

To benefit from the course, participants don't need to have previous knowledge about sales or selling skills, all basics will be covered in this course with knowledge that will put you on the right path for a bright sales future career in at any field, medical or non-medical.

Why to Join

The aim of this course is to give participants a basic knowledge of the principles and methods used in the sales process. Our training demonstrates an increased ability to capture value for trainers, products and company position in the market as well as an increasing ability to communicate with customers at multiple levels.

In particular, the course should improve participants abilities: -

- Utilize learned selling skills techniques with customers and build confidence.
- Sharpen the saw of problem-solving abilities & objection handling raised by customers in the market.
- Increase the sales of your company smartly.
- Relationship Capital: Learning how to advance business relationships with potential buyers and customer.
- Empowering Soft skills needed to navigate through work situations.
- Evidence-Based Value Positioning: Directing sales towards "fee for value" over "fee for service"

We help you pinpoint these areas and decrease your learning curve for faster growth to boost your development in your career :-

- Sales behaviour - how to change customer behaviour and psychology to achieve goals.
- Think global and act local - How your thinking and mindset can unlock productivity and achieve goals.
- Astute personality - How to talk and choose your words carefully to make a Win-Win situation with your customer and achieve goals.
- Poker face - How to be a poker face and tailor your message and behavior during difficult sales call situations in front of customers.



Why PRA Consultancy

Upon registration to attend this course, participants will gain:

- Access to FREE webinars
- Special extra discount of 10 % to attend any of our upcoming events (Conferences, Trainings, Courses ... etc.)
- A letter from the college will be provided to each student to support them in having internship or training opportunity
- Since they have over 15 years of healthcare regulatory field, PRA Consultancy will be able to
- provide participants with practical and informative materials as well as a list of the industry's expert speakers.
- PRA Consultancy is well-connected with the regulatory authorities in the GCC, which enables
- participants to get the recent updates on the regulations and guidelines

Experience

This course is designed to meet the needs of all students who want to start a career in medical sales.

No prerequisites or experience is needed to attend this course.



This course will serve the students who seek sales career and who hold a degree in one of the following sectors :-

- Pharmacy
- Nursing
- Biomedical Engineer
- Lab & Laboratory analysis
- Technicians (Dental, Pharmacy, Cardiovascular ,Radiological ,Engineering ,Lab)
- Engineering
- Nutrition



Course's Modules Details

FRIDAY		WEEK 01		SATURDAY	
09:00	Course opening & introduction	9:00	Day opening & Teaser		
	Session 1 : Introduction To Sales		Session 3 : Introduction To Selling Skills		
9:05	History , principles & philosophies of sales.	9:05	Types & Definition of selling skills		
9:20	Introduction to sales management <ul style="list-style-type: none"> Marketing approach Marketing and sales Marketing Mix Marketing Strategy Sales presentation strategy 	9:20	Sales call Part 1 <ul style="list-style-type: none"> FAB technique (Feature – Advantage – Benefit) Ice Break (IBS) Opening Frameworks Probing techniques(Open/Close/Choice Questions) 		
10:55	Questions ?	10:30	Questions ?		
	Session 2 : The Sales Anatomy	10:40	Break		
10:20	SMART Objective	10:55	Sales call Part 2 <ul style="list-style-type: none"> Handling objections (Types of objections vs How to handle) Closing types and buying signal. Commitment 		
10:35	The 7 sales principles	12:10	Questions & Discussion		
11:00	Types of customer Feedback <ul style="list-style-type: none"> Positive feedback Doubt feedback Misunderstanding feedback Conflict goal feedback 	12:20	Break		
11:20	Break	12:30	Day 2 Teaser Exam (15 minutes)		
11:35	The Habits of Highly effective people				
12:00	Questions & Discussion				
12:10	Day 1 Teaser Exam (10 minutes).				

FRIDAY		WEEK 02		SATURDAY	
9:00	Day opening & Teaser	9:00	Day opening & Teaser		
	Session 4 : Sales Meditation	9:05	Discussion on Real Sales Movie Scenes <ul style="list-style-type: none"> Identify FAB, IBS, Opening framework Identify Objection & Objection handling technique Identify Buying signal. Identify Probing Question, closing type or commitment if any. 		
9:05	Steps in sales process				
9:50	Break	10:05	Break		
10:05	Practice & Roleplay on sales call.		Session 5 : Product positioning		
11:05	Break	10:20	Customer Classification & Targeting		
11:20	Types of medical sales career vs personality	10:40	Customer Loyalty		
11:35	Questions ?	11:00	Questions ?		
11:45	Sales Productivity – SMART Selling Tools <ul style="list-style-type: none"> Productivity and Time -Saving Tools Sales Management Tools. Inside Sales Tools. Presentation Tools - ClearSlide 	11:10	Break		
12:00	Real Movie Scenes on successful sales 	11:25	Role Play on sales call.		
12:10	Day 3 Teaser Exam (10 minutes).	12:45	Real TV Show Scenes on sales 		
		12:55	Day 4 Teaser Exam (10 minutes)		

FRIDAY

WEEK 03

SATURDAY

9:00 Day opening & Teaser
 9:05 Discussion on Real TV Show Scenes
 Identify FAB, IBS, Opening framework
 Identify Objection & Objection handling technique
 Identify Buying signal., closing type, commitment if any

9:50 **Break**

Session 6 : Emotional Intelligence (EI)

10:05 The Emotional Brain
 • Emotion , passion ,reason.
 • Our two minds.
 • The anatomy of emotional hijacking
 • The emotional manager

10:45 **Break**

11:00 The nature of emotional intelligence
 • Can emotions be intelligent?
 • The anatomy of Rage
 • Mood lifters
 • The Marshmallow effect
 • Flow and Learning from Flow.

11:35 Questions ?

11:45 **Break**

12:00 Windows of opportunity
 • Roots of empathy
 • Pessimism vs Optimism
 • Trauma and emotional relearning

12:20 Day 5 Teaser Exam (15 minutes).

9:00 Day opening & Teaser

Session 7 : Business Plan Overview

9:05 How to build your business plan ?
 • Vision
 • Mission
 • Objectives (Goals)
 • Internal Analysis (3 Ps)
 • External Analysis (3 Cs)
 • CSF (Critical Success Factors)
 • Strategy
 • Tactics

10:50 Questions ?

11:00 **Break**

11:15 Soft Vs Hard skills

11:45 LADDER Active Listening vs
 Passive Listening

12:05 **Explain Next Day Homework
 (Max. 5 minutes presentation
 to sell a product)**

The Shark Tank Style

12:15 Day 6 Teaser Exam (15 minutes)

FRIDAY

WEEK 04

SATURDAY

9:00 Day opening & Teaser
 9:05 Homework **presentation to sell a product**
 (Each student will have Max 5 minutes to present)

10:05 **Break**

Session 8 : The COVID19 Special Package

10:20 Cold Calling vs Warm Calling
 • Etiquette of cold calling
 • The rules of cold calling
 • The technique of cold calling

11:05 **Break**

11:20 The Global COVID19 Effect
 • Remotely working from Home
 • Job searching during and after COVID19.
 • Global consumer trend and behavioral change
 • Health & Mental Fitness
 • Adapt & Reshape = Lead sales through crises.

12:00 Questions ?

12:10 **Break**

12:25 Day 7 Teaser Exam (10 minutes).

9:00 Day opening & Teaser

Session 9 : Climbing the Ladder of success

9:05 Type of customer/audience vs handling
 9:20 CRM (Customer Relationship Management)
 9:40 Probing technique using TED & Funnel Effect
 10:00 **Break**
 10:15 Body Language – Verbal Vs non-verbal signs
 10:55 What's Next ; Executive Selling Skills course

• Introduction to Neuro-linguistic programming (NLP).
 • Communication skills
 • Negotiation Skills and much more
 Questions ?

11:10 Day 8 Final Exam (20 minutes)

11:20 **Break**

11:40 **Meet the Customer
 (Practical Graduation Role
 Play Assessment)**
 12:00 **Closing & Graduation**

13:00



REGISTRATION FORM

Professional Medical Selling Fundamentals

Date : 19th Mar 2021 to 09th Apr 2021

First Name : _____ Last Name : _____
Education : _____ Job Title: : _____
Company : _____ Mobile : _____
Country : _____ City : _____
Address : _____ Post Code : _____
E-mail : _____

Note: Please send the registration for along with a copy of the required documents below:

- CV
- National ID
- Passport

PRICES AND DISCOUNTS RATES

**PAYMENT
OPTIONS
AVAILABLE**

EARLY REGISTRATION

Register Before : 5th March 2021 1500/- AED
Final Price : 2000/- AED

(The above fees are VAT 5% exclusive)

GROUP DISCOUNTS

5+ Delegates 10 %

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TERMS AND CONDITIONS

All registrations are subject to our terms and conditions. By submitting your registration, you agree to be bound by the terms and conditions in full.

Payment Terms:

- The payment shall be conducted either in cash, credit/debit card or bank transfer.
- The stated amount is exclusive of Withholding Tax and other duties, taxes and transfer related charges which if applicable are payable by the client in addition to the stated amount.
- The above-mentioned investment is VAT exclusive.
- A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event.
- Only those delegates whose fees have been paid in full will be admitted to the event.

Cancellation Policy

- If you are unable to attend, a replacement delegate will be welcomed in your place
- If you cancel your registration or if you fail to attend the event a 100% of your total amount will be charged.
- Due to unforeseen circumstances, PRA Consultancy reserves the right to cancel the course, change the programme, speaker or topics
- Selection of the trainer shall be at the discretion of PRA Consultancy. Every effort shall be made to maintain continuity, but if necessary, PRA Consultancy can change the trainer any time prior to commencement of the course.