A TCS Company
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Training | Consultancy | Digital Transformation



SALES MANAGEMENT FOR PHARMA PROFESSIONAL

March 26, 2022 | Regent Plaza | 10:00am to 5:00pm *

WORKSHOP OVERVIEW:

Pharmaceuticals industry is one of the largest and fastest growing industries in Pakistan. In this business, competition is tough due to numerous factors but the real challenge is faced by the sales team. On daily basis; dozens of representatives are meeting with different customers (doctor, chemist, institutions, etc.) and trying to satisfy their demands to achieve their targets. In this scenario the roles of first-line mangers become extremely important. Because of the crucial role of managers, smart companies want to have a competitive sales leadership which is skilled enough to grow business through team development.

KEY BENEFITS:

In this program You will be able to:

- Analyze real field programs with their solution
- Architect a productive daily work plan
- Understand the art of building a dream sales team
- Learn the value of coaching in people and business growth
- Understand the methods of business achievements
- Raise the standards of daily field visits, product detailing & weekly/monthly meetings

One thing is guaranteed, your future working and management style will never be the same.



Facilitator:
TALIB FARUQUI
Expert in Training, Marketing & Sales Pharmaceuticals Business

Who Should Attend?

- First and second line sales management (Field Manager/Regional Managers/Zonal Managers)
- Medical representatives
- Training staff (Training managers / Field Training managers / Assistant training managers)

Only Vaccinated Participants are eligible to attend the workshop
***Date of training program is subject to change as per the guidelines from GoP on COVID_19**

...only from Octara!!!

For Details & Registration contact
Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470
info@octara.com teamoctara octara.com Octara - A TCS Company

Helping You Succeed!

Course Agenda

Individual Contributor Vs Manager
- Differences between individuals & managers
- Conscious & subconscious mind
- Manager & management process
- Why do managers fail

Manager Vs Leader
- Core job as manager
- Leader vs manager
- Levels of leadership
- Steps of team development
- Effective v/s efficient team

Field Visits & Field Coaching
- Typical day's work of manager
- Sales call process
- Gap identification
- The coaching contract
- Coaching mix
- Morning v/s evening visits

Managing Customer
- Type of customer
- Exploring customer's potential
- Customer vs prospect
- Business Avenues & Monitoring Etiquettes

Interpersonal Skills
- Dealing with Customers
- Interaction with Colleagues
- Communication with Managers
- Networking in Social Gatherings
- Impact of Body language

Call Process
- Typical day's work of Rep.
- Chemist visit
- Pre-call Analysis
- Call Opening to commitment
- Objection handling



WORKSHOP FACILITATOR:

Talib Faruqui

Experience in Training , Marketing & Sales Pharmaceuticals Business - ICI Pakistan Ltd.

Decade of working in;

- Training, Marketing & Sales at one of the largest and most prestigious company of Pakistan which is known for it's diverse businesses like: Pharmaceuticals, Polyester, Soda-ash Chemicals, Agri Sciences and Animal Health
- Experienced Trainer for more than 15 years. Developed and executed trainings on; Selling Skills, Role of First-line Managers, Coaching contract, Leadership Style, Customer Retention, Emotional Intelligence & other
- Conducted more than 15,000 hours of training / key speaker in over 200 symposia /meetings
- Involved in product trainings of major therapeutic segments like; Cardiovascular, Oncology, CNS, Endocrinology, Statins, Anti-biotics and many more
- In marketing career, successfully launched and managed many products (some of them company's flag brands)
- Talib is an ardent reader and a fan of good literature and humor which automatically becomes part of his trainings and people engagement. In his free time, he voices on FM radio on different motivational topics. He also loves music and sports
- Talib's versatile experience in pharma and his God gifted ability to change people hearts and minds make him an exceptional trainer, especially for pharma industry

Workshop Investment

PKR 14,500/-

+SST Per Participant

Group Discount Available

Fee Includes:
- Hotel Venue for Training
- Course Material • Certificate of Attendance
- Lunch & Refreshments • Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMall+ (WhatsApp Group)

• Value Added Octara Loyalty Card*



*Entitles card holder to 20% discount on all future Octara Trainings and also more discount on other TCS Services

Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings.
Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

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For Registration & Details:

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