

“Does your Sales team feel that the Marketing Dept is ‘out of touch’ with what is really going on in the market place or your Marketing team is convinced that the Sales force is ‘myopic’ and insufficiently aware of the larger market and is totally blind to the future? In both cases, the company is bound to stumble and suffer”

Kotler, Rackham & Krishnaswamy, Harvard Business review

Heart Share

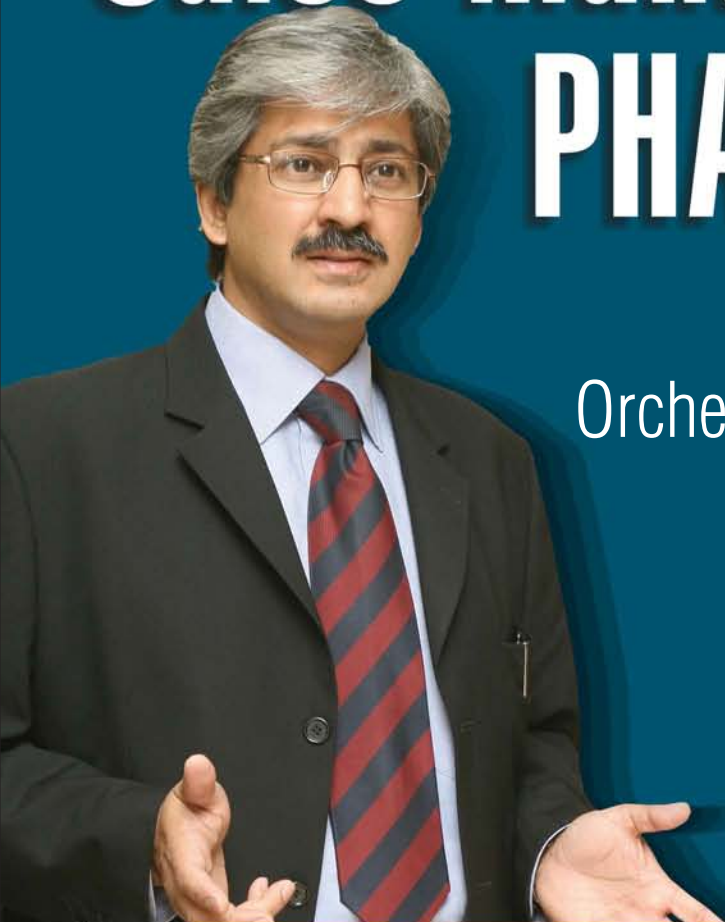

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Mind Share


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Market Share


Strategic Integrated Sales Management for PHARMA (SISM)



Innovate, Synergize &
Orchestrate Marketing and Sales

Course Director: Dr. S. A. Rab

13 - 14 April 2012, Sheraton Hotel & Towers, Karachi

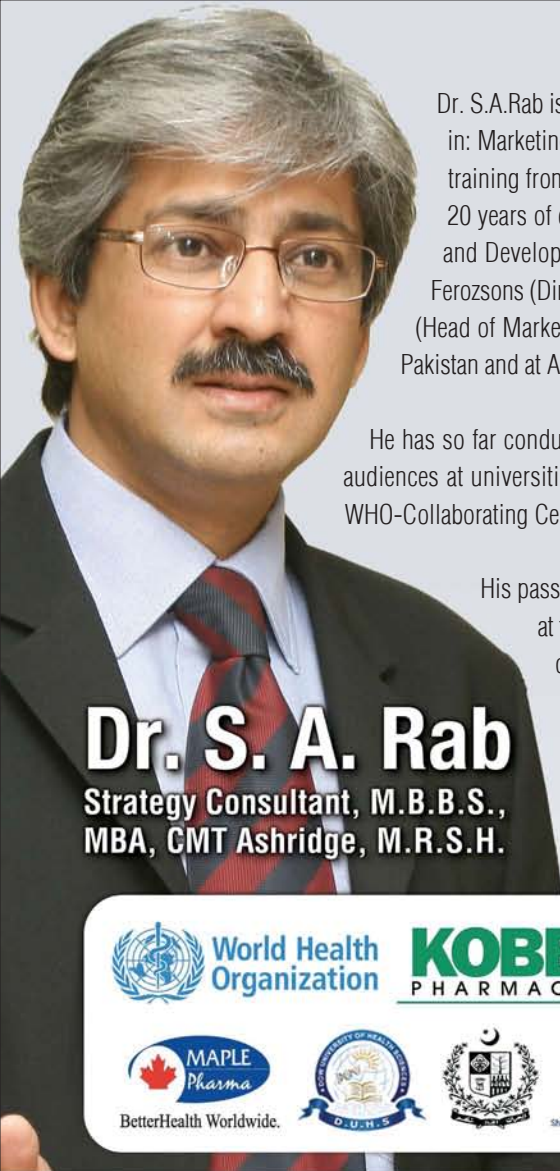
4 - 5 May 2012, Pearl Continental Hotel, Lahore

9:00 am - 5:00 pm

...Only from Octara!!!

For Details & Registration:

Tel: 021-34534261, 021-34536315, Fax: 021-34520708, E-mail: register@octara.com | www.octara.com



Dr. S.A.Rab is a Director Commercials at AJM Pharma. He is a Medical & Business Graduate with particular interests in: Marketing, Management Training & Development. He brings key learnings to his sessions due to professional training from Mc Kinsey, Tornow's Institute Florida, AshridgeUK, Brian Tracy Institute and INSEAD. He has over 20 years of corporate experience with international & multinational companies in Marketing, Sales, HR, Training and Development, Research & Medico-Legal affairs with organizations such as Boots, Knoll, Dupont, Novartis, Ferozsons (Director Marketing & Sales), AGP Pharmaceutical (Director Marketing & Sales) and MACTER International (Head of Marketing & Sales). He has trained over 2000 individuals in various marketing and management skills in Pakistan and at Asia Pacific Level.

He has so far conducted numerous training programs on core and professional competencies development for diverse audiences at universities, corporate sectors, Government-Ministry of Health, Pakistan-NICH, NGOs, Population Council, WHO-Collaborating Center, UNICEF and CPSP-Local & Asia-Pacific region.

His passion is patients' counseling, behavioral modification and psychology. He is also a consultant facilitator at the Department of Medical Education for the College of Physicians and Surgeons Pakistan, Dow Institute of Health Management for MBA in the fields of Hospital Management, Pharmaceutical Management and Health Services Management. He is also a visiting faculty, guest speaker & consultant facilitator with IBA, College of Business Management, Dow University of Health Sciences, Society of Physicians & Surgeons Khatmandu-Nepal, Sheikh Zayed Hospital, LUMHS Jamshoro, IQRA university and NIBD.

Dr. S. A. Rab

Strategy Consultant, M.B.B.S.,
MBA, CMT Ashridge, M.R.S.H.

Dr. Rab has trained participants from:



Here's what past participants of Dr. Rab's programs say about him:

"...He knows his stuff and the way to deliver a quality training!"
Shamsul Islam, Director Marketing - Novartis

"People walk out of his workshop starry eyed with joy. 4 days of positive mental protein!"
Dr. Syeda Kauser Ali, Aga Khan Hospital

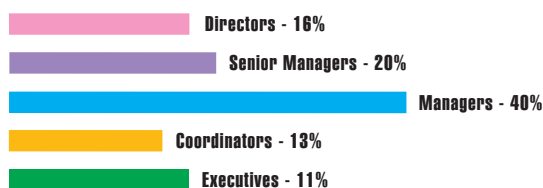
"...Enjoyable value addition to DME and HEC trainings. Senior teachers loved it!"
Prof. Rana Masood Pro-VC, DOW University of Health Sciences

"...'Innovation & Creativity' is a must attend session by Dr. Rab!"
Dr. Asim Jamal, Director Marketing - Sanofi Aventis



Participants of Dr. Rab's previous course Innovative Pharma Brand Management

By Participant Profile



Guest Speakers:

Anwaar Malik
Director Marketing & Sales
(Ex-Welcome Pakistan)
M. Sc., LLB, MBA

Dr. Naseer Zia
Gen Manager (AJM Pharma)
Pharma – D, MBA

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Course Agenda:

The 8-Strong SISM Toolkit:

1. Getting the assumption of marketing and sales planning right – Tools for conducting market research for brand positioning
2. Alignment of brand vision, persona, strategy and tactics
3. Bridging the gap between marketing plan and medical reps
4. Tools for gathering market and customer insights - Competitive Marketing Intelligence
5. Tools for allocating targets at brick levels, ensuring Hit Rates through the QTQ (Quality, Quantity, Targeting) Matrix for ensuring field force stays on the pitch
6. Tools for ensuring work discipline through RFI (Reach, Frequency and Impact)
7. Tools for developing sales forces as part of 'Total Customer Offer'
8. Tools for recruiting, selecting, developing & retaining best-in-the-class pharma sales teams

Pharmaceutical Sales Management System:

- Sales resource allocation tools - optimizing rep-time equivalent needs
- Sales monitoring - the leading & lagging indicators and control systems
- Key Account Management
- Vacant Territories Management
- Managing people productivity

Performance Management Systems:

- Tools for recruiting, selecting, developing & retaining best-in-the class pharma sales teams
- Setting JDs & KPIs for a pharmaceutical sales team
- Providing pharmaceutical feedback, appraisals and Consequence Management System
- Finding and developing talent through delegation, empowerment and leadership development
- Tools for Performance Counseling 'Coaching' and 'Mentoring'

Bonus Learning:

McKinsey's Modules - Small changes for big results:

- Learning & brand adoption cycle for customer centric selling
- '6' techniques to uncover needs & buying motives
- '5' stage learning techniques - F & B linkage tools
- Myths and fallacies of sales cycle planning in Pre-Call/Intra-Call/Post-Call phases
- Prescription audit & call-back generation techniques
- Tips to enhance 'Double Visits Impacts'
- Short & ultra short sales call techniques
- Hospital/Institution selling techniques

Who Should Attend?

Director Marketing & Sales, Business Unit Heads, Sales Managers, Zonal Sales Managers, Group Product Managers, Training Managers, Field Force Productivity Managers, Key Account Managers who want to excel at creating customer value through innovative 'SISM' and managers who want to migrate from the old sales and marketing landscape to new insights, tools, techniques and technologies to accelerate their brands' growth.



"Does your sales team know who is their boss? Director Marketing & Sales? The Regional Managers? or the Customers? If they are unsure, this is a sure sign that your company's strategic sales management systems are working at cross-purposes and your sales function is in trouble"

Erin Anderson & Vincent Onymah,
Harvard Business review



'SISM'

Strategic Integrated Sales Management:

The pharmaceutical industry today is faced with greater challenges and demands than ever. Studies strongly indicate that doctors now desire fewer but stronger relationships with pharmaceutical sales reps. They now prefer interactions with medical reps capable of delivering value-added products and more relevant services backed up by companies capable of responding to the specific needs of any practice. To achieve these objectives, 'SISM' Strategic Integrated Sales Management helps companies re-define what is now known as the 'Total Product Offer'. 'SISM' has now established the 'missing link' in strategy execution at the grass root level when a medical rep meets a physician for what has now been reduced to an approx '30 second sales call'.

The irony is that most of the pharmaceuticals struggle to make a mark not because of paucity of strategy rather due to the failures of 'SISM'. Deeper analysis reveals that companies, local as well as MNCs, have glamorous, fat marketing plans but almost non-existent 'SISM' to ensure results in terms of planned ROI or more appropriately, ROTI (Returns of Rep-time Equivalents Invested) for increased market share.

Heart Share

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Mind Share

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Market Share



Doctors have become critical of the quality of information manufacturers provide and appear fatigued with the clutter. Many doctors have simply closed their doors completely. This 'SISM'-Strategic Integrated Sales Management workshop will help sales & marketing close the gap between opportunity and market share acquisition. They will be able to adopt a customer-centric 'SISM'-Strategic Integrated Sales Management to gain & sustain relationships.

The Workshop:

Strong relationships with customers are the life-blood of successful pharmaceutical selling. This comprehensive 2-day workshop will equip delegates with completely new paradigms and tools to attract and retain customers who now have more choices than ever - the key is 'Total Customer Offer Differentiation using SISM'. It will help sales and marketing close the gap between opportunity and market share acquisition. Participants will be able to adopt a 'SISM' based customer-centric approach to gain and sustain relationships and ensure profitable repeat business.

Strategic Integrated Sales Management for PHARMA (SISM)

13 - 14 April 2012, Sheraton Hotel & Towers, Karachi
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Workshop Investment

PKR **24,999/-**
per participant

10% Group Discount
on 3 or more nominees

Course material, Octara certificate, lunch,
refreshments & business networking

5 Easy Ways to Register



021-34534261
021-34520092



Octara Private Limited
2/E-37, Block-6,
P.E.C.H.S., Karachi.



021-34520708



register@octara.com



www.octara.com

Send your cheque in favor of
"Octara Private Limited"

To: **Muhammad Imran Anwer**

Octara Private Limited,
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel : 021-34534261, 021-34536315
Cell : 0321-2670041

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Strategic Partners



Logistics Partner



Partner



Bring Strategic Integrated Sales Management (SISM) for PHARMA

In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-2422732** for more details

Octara's Upcoming Programs* INVEST TODAY!



Certificate in Mind Maps® for Sales Success

Course Director: **Graham Moore**
04 April 2012, Karachi | 06 April 2012, Lahore

Certificate in Building Brand Equity

Course Director: **Omar Abedin**
09 - 10 April 2012, Karachi | 11 - 12 April 2012, Lahore



Bonding with Cross Functional Teams

Course Director: **Hassan Bin Rizwan**
12 April 2012, Lahore | 13 April 2012, Karachi

Problem Solving & Decision Making

Course Director: **Ramiz Allawala**
14 April 2012, Karachi | 28 April 2012, Lahore



Advanced Dashboard Reporting using Microsoft Excel

Course Director: **Nooruddin Surani**
16-17 April 2012, Karachi | 19-20 April 2012, Lahore

*Octara reserves the right to change courses, dates, content or method of presentation.

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