

# Workshop on Re-Modeling Medical Representative

A company's R&D, manufacturing excellence, government regulatory compliance, clinical trials, quality controls, product marketing plans and strategies etc. all converge into sales through a presentation to the doctors and customers by the medical representative.

Apart from having sound technical knowledge of the product, medical representatives should have good communication skills, are able to build rapport with doctors, have right attitude & an eye towards competition. These personal qualities are extremely important for medical reps to establish their professional image, acquire more sales and create a good impression of their organization.

Creating first impression on the doctor will lead to good perception of the product and company. The doctor/customer will at first glance buy the sales person then will look into the product. If the doctor develops a mental resistance, she/he will not give due attention to the product no matter how good a product is.

Keeping in view the above rationale, a course on **"Re-Modeling Medical Representative"** has been developed to enhance the professional capability of medical reps and provide them with relevant skills set.

## Course Outline:

- √ Role & job description of medical representative
- √ First impression can be the last one.
- √ Importance of personal & professional manners
- √ Importance of product knowledge, area knowledge, doctor/customer knowledge.
- √ Competitors' Insight
- √ Importance of call planning
- √ Preparation of detailing bag
- √ Call planning forms
- √ After-call analysis
- √ Personal grooming for professional impact
- √ Rapport building
- √ Verbal communication– detailing proficiency
- √ Para verbal communication– emphasis on words to make a point
- √ Non-verbal communication – handling detail aids
- √ Dos & Don'ts

## Days & Dates:

**January 15-16, 2014**  
**(Wednesday & Thursday)**

## Timings:

**09:00 am to 05:00 pm**

## Venue:

**IBA City Campus located at**  
**Garden/Kayani Shaheed Rd.**

## Workshop Investment:

**Rs. 10,000/-**



**Trainer's Profile:**

**SITWAT NAEEM**

Mr. Sitwat Naeem has done his MBA in Marketing and has acquired several certifications from different education institutes.

Mr. Naeem has got some extensive experience in the field of Pharmaceutical Industry. He is also certified as a Trainer for Professional Selling Skills & Professional Sales Negotiation by Achieve Global Inc. Singapore. He has worked with corporate giants like Pfizer and Philips Electrical Industries of Pakistan for more than 30 years.

It is noteworthy to state that Mr. Naeem has worked on several top level positions for these organizations and has acquired sufficient international exposure through workshops and training programs of these companies. Apart from this, he has also been actively involved in the training and hiring of staff for different companies like Pfizer Pakistan, Philips Electrical Industries Of Pakistan Ltd., Asiicare Health Insurance, Naya Jeevan Welfare organization and Greenstar Social Marketing Program.

He is also considered as a well-respected Business Trainer of Marie Stopes Society Pakistan.

**For queries & information:**

**Sumera Muhammad**

Manager, Center for Executive Education

[smuhammad@iba.edu.pk](mailto:smuhammad@iba.edu.pk)

**Agha Muhammad Raza**

Executive Assistant, Center for Executive Education

[agha.raza@khi.iba.edu.pk](mailto:agha.raza@khi.iba.edu.pk)

**For registration:**

Ph.: 021-38104700-01 Ext: 1801;1541

Fax: 021-38103008

Email: [BE&SDP@iba.edu.pk](mailto:BE&SDP@iba.edu.pk)

Website: <http://cee.iba.edu.pk/BEnSDP.shtml>

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Registration form and Fee Voucher are available at our website:

<http://cee.iba.edu.pk/BEnSDP.shtml>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

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