

# Postgraduate Certificate Pharmacy Sales



## Postgraduate Certificate Pharmacy Sales

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/pharmacy/postgraduate-certificate/pharmacy-sales](http://www.techtute.com/in/pharmacy/postgraduate-certificate/pharmacy-sales)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

Pharmacies, in addition to playing an important role in healthcare, generate a large volume of sales which help to sustain the economy. Professionals must have specialist expertise in order to manage this particular form of selling. This high quality program will give the student all the tools they need in this field and allow them to further their career. A 100% online program with an up to date, highly effective approach that allows students to learn at their own pace, without pre-established schedules or cumbersome procedures.





*Learn the particular sales strategies that pharmacy professionals can implement for guaranteed success"*

The increasing importance of pharmacies in healthcare means that the need for specialist education is growing and programs are becoming more and more demanding. Professionals' knowledge should no longer be limited to realm of healthcare, but needs to incorporate business skills that allow them to operate competitively within a commercial environment. Therefore, mastering the sales techniques for this particular commercial environment, and how to apply them, will furnish pharmacies with the competitive advantage they need.

In view of this, the TECH teaching team has designed this Postgraduate Certificate, which will cover all the relevant advances in Pharmacy Sales in just 6 weeks of online, intensive study. With its practical slant, students will be able to consolidate their knowledge and apply it in their daily professional practice.

Through a proven theoretical-practical study method, students will be able to acquire very specific skills of great benefit in the pharmacy sector. Furthermore, thanks to Relearning, TECH's exclusive study methodology, based on the repetition of fundamental concepts throughout the program, you will learn in a natural way, without the tedious memorization that was common on older programs.

This **Postgraduate Certificate in Pharmacy Sales** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ Practical case studies presented by experts
- ◆ Graphic, schematic, and practical contents which provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ New developments in the sector
- ◆ Practical exercises where self assessment can be carried out to improve learning
- ◆ Emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Learn how to sell pharmacy products, safely and effectively, with this Postgraduate Certificate in Pharmacy Sales"*

“

*The best program on the online teaching market, created specifically for professionals in the sector"*

The teaching staff is made up of professional experts who bring their experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare them for real-life situations.

The design of this program focuses on Problem-Based Learning, through which the Pharmacist must try to solve the different professional practice situations that arise. For this purpose, specialists will be assisted by an innovative, interactive video system created by renowned and experienced experts in the field of Pharmacy Sales.

*A very complete and targeted program that will allow you to comfortably combine your studies with your daily life.*

*Everything you need to know about Marketing for Pharmacies. Take advantage of this opportunity and get up to date.*



# 02 Objectives

The objective of this comprehensive program is to accompany and encourage students in a process of professional growth that will allow them to reach another level of performance. It contains the most relevant and up to date concepts in a program intensively focused on practice.







“

*Learn how to boost sales of pharmacy products and services, with a high impact educational program"*



### General Objective

---

- ♦ Study sales management and how to boost pharmacy sales

“

*Realistic goals that will turn into immediate career progression”*





## Specific Objectives

---

- ◆ Gain in depth knowledge of the psychology applied to sales techniques
- ◆ Know how sales cycles work
- ◆ Know how to create sales projections
- ◆ Understand the different pricing policies
- ◆ Explore the different types of products
- ◆ Know the techniques for the profitability of products
- ◆ Address different types of purchases and customers
- ◆ Know the basics of cross-selling and up selling
- ◆ Know how to act in challenging situations
- ◆ Understand the basics of digital e-commerce management

03

# Course Management

This Postgraduate Certificate represents an opportunity to learn from the best, with a teaching staff made up of professionals in the sector who will use their theoretical and practical knowledge to take you to the highest level of learning. They use the latest and most effective teaching methods on the online teaching market.



“

*An unparalleled opportunity to learn and grow professionally, hand in hand with the best specialists in this field”*

## Management



### **Ms. Aunió Lavarías, María Eugenia**

- Degree in Pharmacy, University of Valencia
- Degree in Food Science and Technology University of Valencia
- Author of Dietetic Management of excess weight in the Pharmacy Office. Ed. Panamerican Doctor
- Management of the Postgraduate Certificate "Excess Weight Management in the Pharmacy Office" and "Dermocosmetics in the Pharmacy Office", University of Barcelona. IL3 Institute for Continuing Education
- Head of Postgraduate Certificate "Dermocosmetics in the Pharmacy Office"
- University of Barcelona. IL3 Institute for Continuing Education



04

# Structure and Content

A compendium of knowledge created to give pharmacists the opportunity to catch up on or incorporate the most advanced Pharmacy Sales concepts on the academic market. They will benefit from the reassurance and expertise of the largest online university in the world.







“

*A comprehensive teaching program, structured in well developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

## Module 1. Pharmacy Sales

- 1.1. Psychology and Sales Techniques
- 1.2. Sales Cycle
- 1.3. Sales Projections
- 1.4. Price-Setting Policies
- 1.5. Types of Products
- 1.6. Focus on Product Profitability
- 1.7. Types of Purchases and Clients
- 1.8. Cross-Selling and Up-Selling
- 1.9. Challenging Situations
- 1.10. Digital e-Commerce Management





“

*A unique, key, and decisive  
academic experience to boost  
your professional development”*

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gervas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

*Pharmacists will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, you can watch them as many times as you want.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

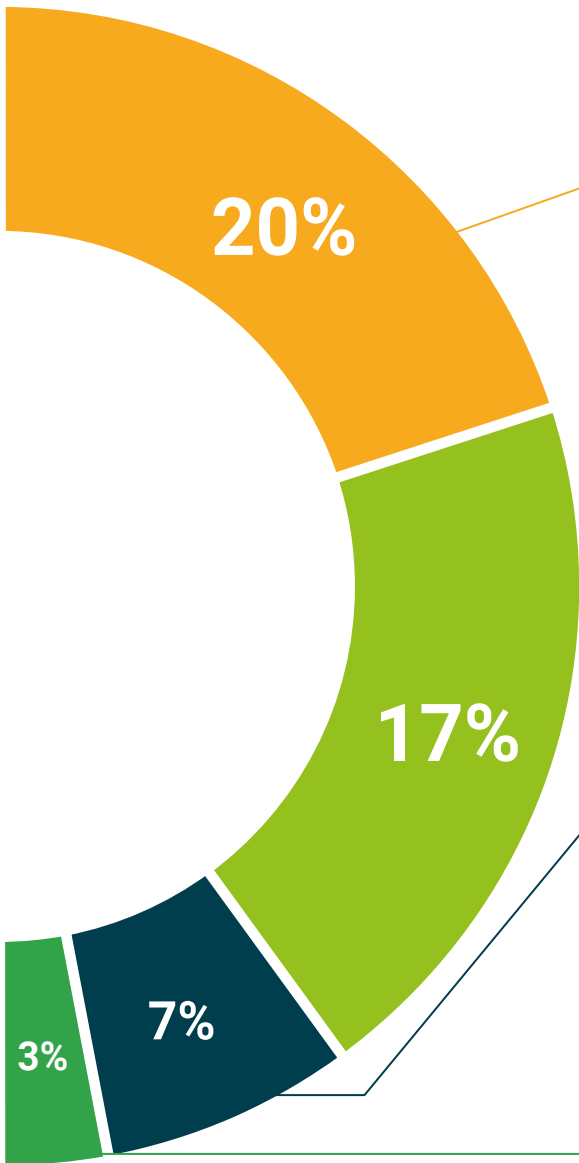
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Pharmacy Sales guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Pharmacy Sales** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees

Title: **Postgraduate Certificate in Pharmacy Sales**

Official N° of hours: **150 hours**.



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present training  
development languages  
classroom



## Postgraduate Certificate Pharmacy Sales

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Pharmacy Sales

