

# Postgraduate Certificate Sales Process in the Pharmaceutical Industry





## Postgraduate Certificate Sales Process in the Pharmaceutical Industry

- » 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/sales-process-pharmaceutical-industry](http://www.techtute.com/in/pharmacy/postgraduate-certificate/sales-process-pharmaceutical-industry)

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# 01

# Introduction

The digital ecosystem has moved the usual face-to-face pharmaceutical business to a much larger environment, marked by technologies. In this transformation of the business model, pharmacists have had to adapt their sales and communication techniques both with patients and with the rest of the actors involved in this sector. These changes have led TECH to design this 100% online degree, in which you will delve into persuasion techniques, communication channels, loyalty strategies and talent management. All this, in a flexible teaching method, which will give the graduate the opportunity to coordinate their daily activities with a complete update in this field.



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*With TECH, you will strengthen your skills for the commercialization of products in the pharmaceutical sector"*

Technological innovation, together with the improvement of techniques to gain a deeper understanding of the market, has allowed the pharmaceutical industry to continue to maintain significant annual economic growth worldwide. The marketing of products requires not only knowledge of their characteristics, but also the application of proprietary techniques for sales, communication, customer acquisition and loyalty.

In this sense, it is essential for pharmacists to be aware of the most notorious advances in this area of their sector in order to be able to maintain an adequate marketing strategy. For this reason, TECH has created this Postgraduate Certificate in Sales Process in the Pharmaceutical Industry.

Therefore, throughout 150 hours of classes, the graduate will obtain a complete update on the commercial departmental structure, the skills to make medical visits, carry out promotional actions at the point of sale or apply customer follow-up or personalization programs. All this, with a theoretical-practical approach and the best pedagogical material in the current academic panorama.

In this way, the professional is faced with a unique academic option that stands out for its quality content and flexibility to access it. Students only need a digital device with an Internet connection to visualize, at any time of the day, the content hosted on the virtual platform.

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

The most important features include:

- ◆ The development of practical cases presented by experts in Pharmacy
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special 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



*You will delve into the ethical and communicative responsibilities of the medical sales representative, essential for building trust and establishing solid relationships"*

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*You will enhance your promotional strategies at the point of sale thanks to this university qualification, designed by TECH”*

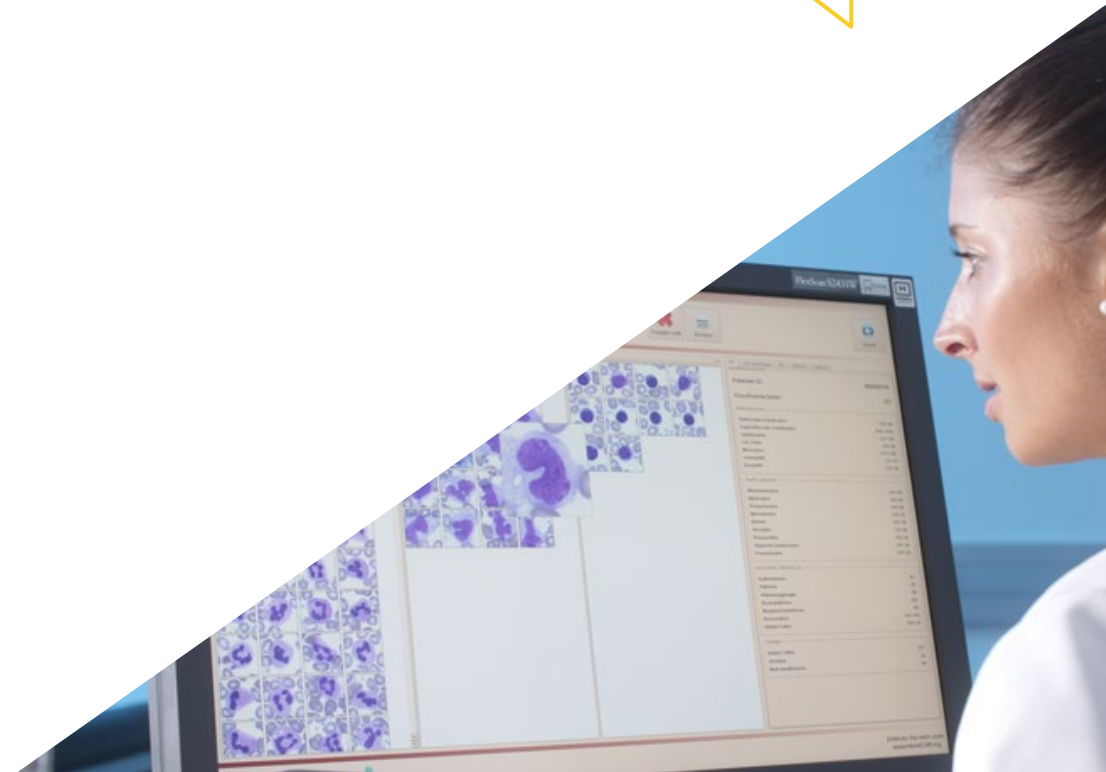
*You will expand your persuasive and negotiating skills to close successful business deals.*

*You will improve your sales communication skills thanks to the theoretical and practical approach of this program.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive training programmed to train in real situations.

The design of this program focuses on Problem-Based Learning, in which the professional will have to try to solve the different professional practice situations that will arise throughout the academic course. This will be done with the help of an innovative system of interactive videos made by renowned experts.

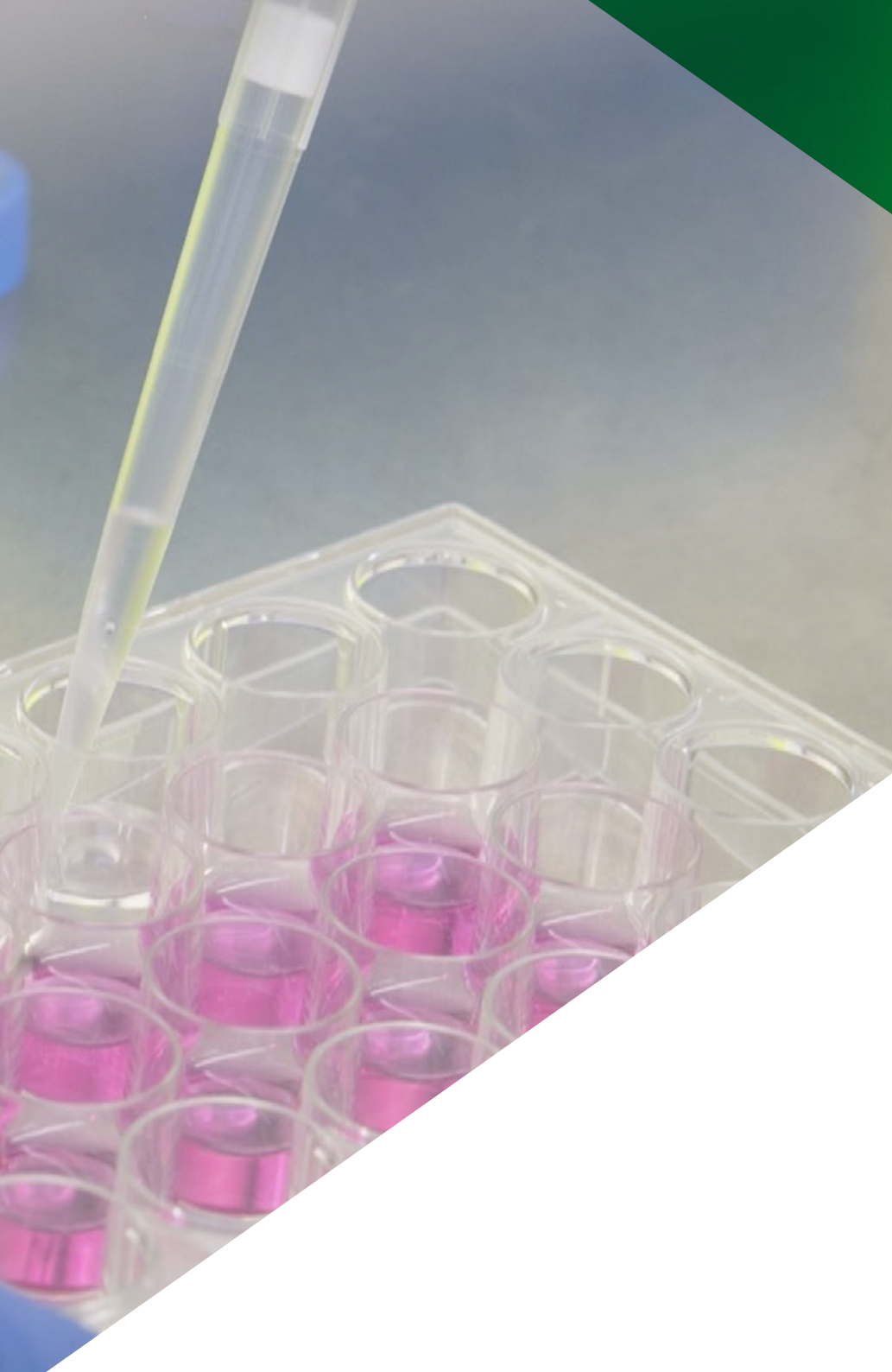


# 02 Objectives

This program aims to provide the pharmaceutical professional with a complete update of knowledge and skills to implement successful marketing techniques in the Pharmaceutical Industry. In this way, you will expand your capacity to promote and sell products, as well as your role as a negotiator and consultant in a growing sector. To achieve this goal, TECH provides an advanced syllabus, complemented by numerous teaching materials.







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*You will expand your skills to create customer loyalty strategies through customized programs and services”*



## General Objectives

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- ◆ Acquire specialized knowledge in the Pharmaceutical Industry
- ◆ Deepen in the Pharmaceutical industry
- ◆ Delve into the latest developments in the Pharmaceutical Industry
- ◆ Understand the structure and function of the pharmaceutical industry
- ◆ Understand the competitive environment of the Pharmaceutical Industry
- ◆ Understand market research concepts and methodologies
- ◆ Use market research technologies and tools
- ◆ Develop sales skills specific to the Pharmaceutical Industry
- ◆ Understand the sales cycle in the Pharmaceutical Industry
- ◆ Analyze customer behavior and market needs
- ◆ Develop leadership skills
- ◆ Understand the specifics of management in the Pharmaceutical industry
- ◆ Apply project management techniques
- ◆ Understand the principles and fundamentals of marketing in the pharmaceutical industry





## Specific Objectives

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- ◆ Develop sales skills specific to the Pharmaceutical Industry
- ◆ Investigate the the sales cycle in the Pharmaceutical industry
- ◆ Analyze customer behavior and market needs

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*With this program you will be up to date on the communication tools and techniques that will maximize customer satisfaction in the Pharmaceutical Industry”*

03

# Course Management

This program is distinguished for having an outstanding teaching staff in the pharmaceutical field. Their extensive experience in this industry is reflected in the syllabus accessible throughout the program. Thanks to their vast experience in the pharmaceutical sector and in Marketing areas, professionals will have the opportunity to strengthen their commercial skills. In this way, this academic experience becomes a unique opportunity for the graduate who wishes to be updated by the hand of real specialists in this area.





“

*The excellent syllabus prepared by specialists in Pharmaceutical Marketing will guide you through this updating process”*

## Management



### Mr. Calderón, Carlos

- ♦ Director of Marketing and Advertising at Industrias Farmacéuticas Puerto Galiano S.A.
- ♦ Marketing and Advertising Consultant at Experiencia MKT
- ♦ Director of Marketing and Advertising at Marco Aldany
- ♦ CEO and creative director at C&C Advertising
- ♦ Director of Marketing and Advertising at Elsevier
- ♦ Creative Director at CPM Advertising and Marketing Consultants
- ♦ Advertising Technician by the CEV of Madrid



### D. Expósito Esteban, Alejandro

- ♦ Director Digital de Innovation and Business Operation en Merck Group
- ♦ Digital and New Technologies Director at McDonalds Spain
- ♦ Director of Alliances and Channels at Microma The Service Group
- ♦ Director of After Sales Services at Pc City Spain S.A.U.

## Professors

### D. Rivera Madrigal, Víctor

- ◆ Account Manager at EIMedical
- ◆ Medical Visitor at Innovasc Integral Solutions S.L.
- ◆ Sales Specialist at UCC Europe
- ◆ Healthcare Marketing Technician

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*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*

# 04

## Structure and Content

This Postgraduate Certificate will provide pharmacists with a complete up-to-date on Sales Process in the Pharmaceutical Industry. To this end, this academic study path will lead them to delve into the structure of the sales department, communication in sales relationships, loyalty strategies and the evolution of sales performance. All this, in addition, complemented by an extensive library of educational resources, available 24 hours a day, from any digital device with Internet connection.





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*The Relearning method will give you the opportunity to consolidate key concepts in a very short time and reduce the long hours of study"*

## Module 1. Sales Process in the Pharmaceutical Industry

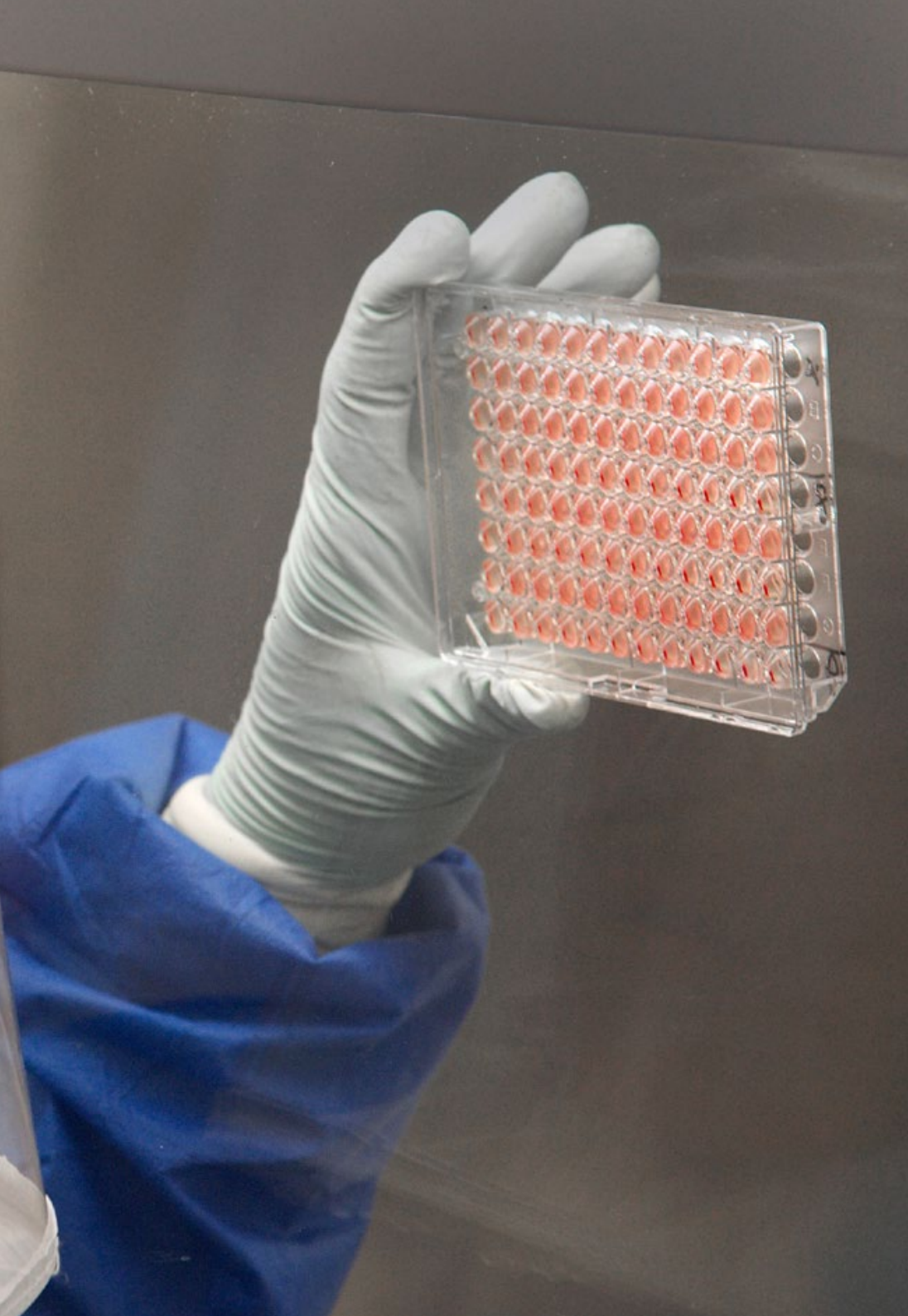
- 1.1. Commercial Department Structure
  - 1.1.1. Hierarchical Structure
  - 1.1.2. Organisational Design
  - 1.1.3. Responsibility of the Sales Department
  - 1.1.4. Talent Management
- 1.2. Medical Visit
  - 1.2.1. Responsibilities of medical sales representative
  - 1.2.2. Ethics of health visitor
  - 1.2.3. Effective Communication
  - 1.2.4. Product knowledge
- 1.3. Point-of-sale promotional actions
  - 1.3.1. Objectives of actions
  - 1.3.2. Visual Merchandising
  - 1.3.3. Material management
  - 1.3.4. Impact assessment
- 1.4. Sales Techniques
  - 1.4.1. Principle of persuasion
  - 1.4.2. Negotiation skills
  - 1.4.3. Scientific update
  - 1.4.4. Handling objections
- 1.5. Sales communication
  - 1.5.1. Analysis of different channels
  - 1.5.2. Verbal Communication
  - 1.5.3. Non-Verbal Communication
  - 1.5.4. Written Communication
- 1.6. Loyalty Strategies
  - 1.6.1. Loyalty program
  - 1.6.2. Personalized customer service
  - 1.6.3. Follow-up programs
  - 1.6.4. Therapeutic compliance programs
- 1.7. Customer tracking
  - 1.7.1. Customer tracking tools
  - 1.7.2. Satisfaction
  - 1.7.3. Communication Techniques
  - 1.7.4. Use of data



- 1.8. Sales Cycle Analysis
  - 1.8.1. Data interpretation
  - 1.8.2. Cycle analysis
  - 1.8.3. Sales cycle planning
  - 1.8.4. Sales Cycle Management
- 1.9. Sales performance evaluation
  - 1.9.1. KPI Performance Indicators
  - 1.9.2. Efficiency Analysis
  - 1.9.3. Productivity Assessment
  - 1.9.4. Evaluation of product profitability
- 1.10. Technological tools for sales
  - 1.10.1. Customer Relationship Management (CRM)
  - 1.10.2. Sales Force Automation
  - 1.10.3. Optimization of routes
  - 1.10.4. eCommerce Platforms

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*You will deepen in the evaluation of your sales performance with key performance indicators (KPI), analyzing the effectiveness through the most accurate techniques”*



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.



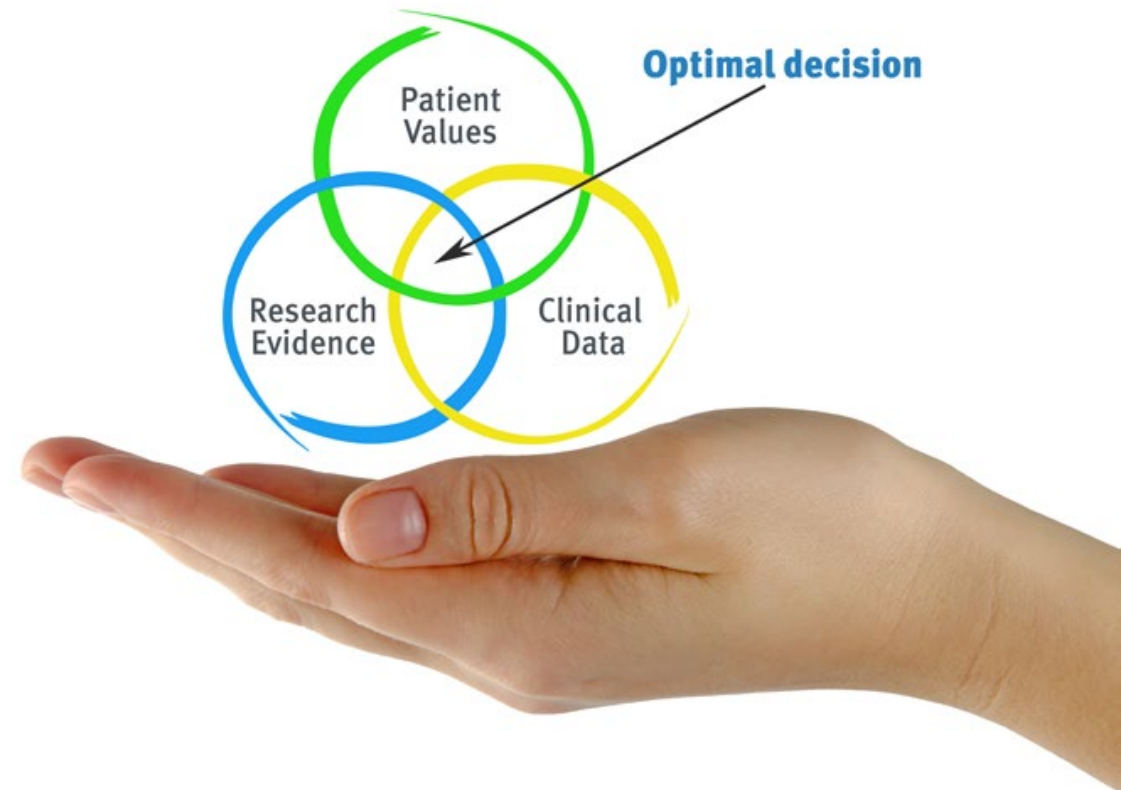


*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.

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*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

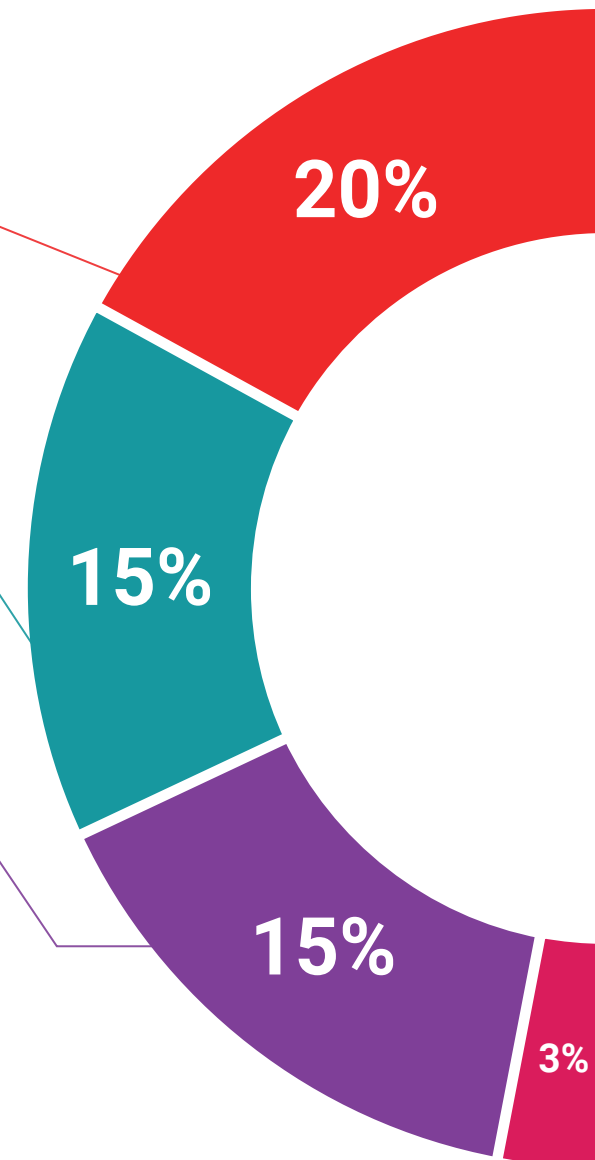
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

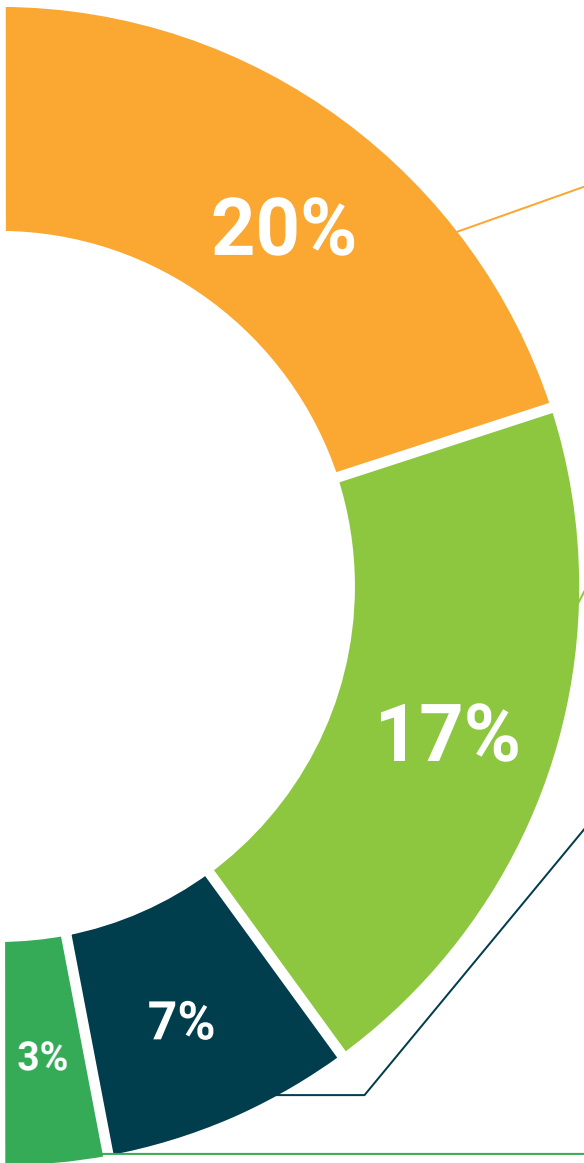
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### 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 Sales Process in the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate from Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Sales Process in the Pharmaceutical Industry** 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 Sales Process in the Pharmaceutical Industry**

Official N° of Hours: **150 h.**



\*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  
development languages  
virtual classroom



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