



Course Outline

Participants in the 'MedRep 101' workshop will gain an understanding into the complexity of the pharmaceutical industry with a focus on the roles and responsibilities of being a pharmaceutical sales representative. The purpose of the workshop is to assist the participants in gaining a competitive edge when seeking to gain a role as a representative within the healthcare industry.

How is the course delivered?

The 'MedRep 101' workshop is delivered by experienced learning and development consultants who have extensive sales management experience within the healthcare industry.

Participants in this course will experience an informative, balanced (practical and theoretical) program. They will learn in a supportive environment, and be challenged to develop their potential by putting the principles into practice.

Who Should Attend?

'MedRep 101' is particularly beneficial to people seeking to gain a competitive edge when applying for a role as a medical representative.

Content and Outcomes

1. Pharmaceutical Industry Overview

At the completion of the pharmaceutical overview session you will have a comprehensive understanding of the healthcare industry, the workings of pharmaceutical / medical device companies and role of the representative

2. Preparation

This session is designed to inform you of ways of gathering the necessary information to be highly effective in your interview discussions. Being prepared decreases your anxiety while increasing your confidence and it will show.

3. Behavioral Questioning

This session is designed to assist you in developing your understanding of the behavioral interview technique – a commonly used techniques in any healthcare interview. Through this session you will get time to practice and refine your skill.

4. Detailing

The core selling process for a healthcare representative is that of detailing. It is also a commonly used technique at interview to differentiate on candidate over another. In this session you will be shown basic detailing techniques that will arm for that important part of the interview. You will also be given time to practice and demonstrate your skill.

Registration:

To obtain more information on the workshop schedules or content please phone Damien on 0419 519 005 or email: MedRep101@SMsquared.com.au