

# 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
- » Target Group: University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously completed any of the qualifications in the fields of Engineering, Computer in the field of Engineering, Computer Economy, Marketing and Pharmacist Administration

Website: [www.techtitute.com/in/school-of-business/postgraduate-certificate/sales-process-pharmaceutical-industry](http://www.techtitute.com/in/school-of-business/postgraduate-certificate/sales-process-pharmaceutical-industry)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Methodology

---

*p. 26*

07

Our Students' Profiles

---

*p. 34*

08

Course Management

---

*p. 38*

09

Impact on Your Career

---

*p. 42*

10

Benefits for Your Company

---

*p. 46*

11

Certificate

---

*p. 50*

# 01

# Welcome

Presenting customized solutions based on scientific evidence and maintaining solid relationships with customers over time are the foundations of product marketing in the pharmaceutical sector. A process that involves a detailed knowledge of each of its phases, of the sector itself and of the identification of needs. Thus, this 100% online qualification covers all these key aspects, allowing professionals to be up to date with the most sophisticated techniques used in pharmaceutical sales, as well as negotiation strategies. For this purpose, it has a syllabus prepared by leading experts in this field and quality teaching material, accessible 24 hours a day.



Postgraduate Certificate in Sales Process in the Pharmaceutical Industry  
TECH Technological University



“

*Master all sales processes in the pharmaceutical industry and boost your career with TECH”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

---

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

Thanks to this Postgraduate Certificate, the professional will increase their knowledge and skills to be able to carry out effective sales strategies in the pharmaceutical sector. In this way, they will increase their action in the promotion and marketing of products, their facet as negotiator and advisor in a booming specialized field. For this purpose, you will have at your disposal an excellent expert teaching team that will solve any doubts you may have about the content of this program.



“

*Stand out as a medical visitor and acquire the ethical and effective communication skills that will set you apart in the pharmaceutical field”*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The **Postgraduate Certificate in Sales Process in the Pharmaceutical Industry** will enable students to:

01

Acquire specialized knowledge in the Pharmaceutical Industry

04

Understand the structure and operation of the pharmaceutical industry

02

Deepen your knowledge of the Pharmaceutical Industry

03

Delve into the latest developments in the Pharmaceutical Industry





05

Understand the competitive environment of the Pharmaceutical Industry

06

Understand market research concepts and methodologies

07

Use market research technologies and tools

08

Develop sales skills specific to the Pharmaceutical Industry



09

Understand the sales cycle in the Pharmaceutical Industry

10

Analyze customer behavior and market needs

11

Develop leadership skills





12

Understand the specifics of management in the Pharmaceutical industry

13

Apply project management techniques

14

Understand the principles and fundamentals of marketing in the pharmaceutical industry

05

# Structure and Content

This program will provide students with a solid understanding of the Sales Process in the Pharmaceutical Industry. In this program, graduates will delve into aspects such as the organization of the sales department, visits to health professionals and promotional activities at the point of sale. In addition, they will explore sales techniques and communication, as well as loyalty strategies. A compendium of subjects that will enhance their skills within the sector.



“

*Become an expert in sales techniques and master persuasion, negotiation skills and objection handling to achieve successful closings”*

## Syllabus

TECH has designed this program in Sales Process in the Pharmaceutical Industry with the purpose of providing students with the most up-to-date and rigorous information in this field. In order to achieve this goal successfully, the syllabus has been developed by real experts who will go into the key elements for marketing from the very beginning.

In this way, the program will delve into customer follow-up, sales cycle analysis, sales performance evaluation and technological tools to ensure sales effectiveness. In addition, thanks to the *Relearning* method, based on the continuous reiteration of key concepts, the graduate will obtain a much more consistent and simple learning process.

To all this, we add the exclusively online teaching methodology, which gives you greater flexibility in self-management of study time and allows you to reconcile your daily responsibilities. A unique opportunity to expand knowledge with a wide variety of multimedia resources and the best specialists in the pharmaceutical sector.

This program is developed over 6 weeks and consists of 1 module

### Module 1

The sales process in the Pharmaceutical industry



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Sales Process in the Pharmaceutical Industry completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1.** The sales process in the Pharmaceutical industry

**1.1. Commercial Department Structure**

- 1.1.1. Hierarchical Structure
- 1.1.2. Organizational 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





“

*TECH adapts to you and that is why it has created a flexible program, with content accessible 24 hours a day, from any electronic device”*

# 06

# 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"*



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic 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.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

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.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.







### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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 exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### 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.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at university graduates who have previously completed a program in the field of Business, Economics, Marketing and Pharmaceuticals.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate can may also taken by professionals who, being university graduates in any field, have two years of work experience in the field of pharmacist or of Digital Marketing





“

*Improve your communication skills with this program and increase your sales thanks to them”*

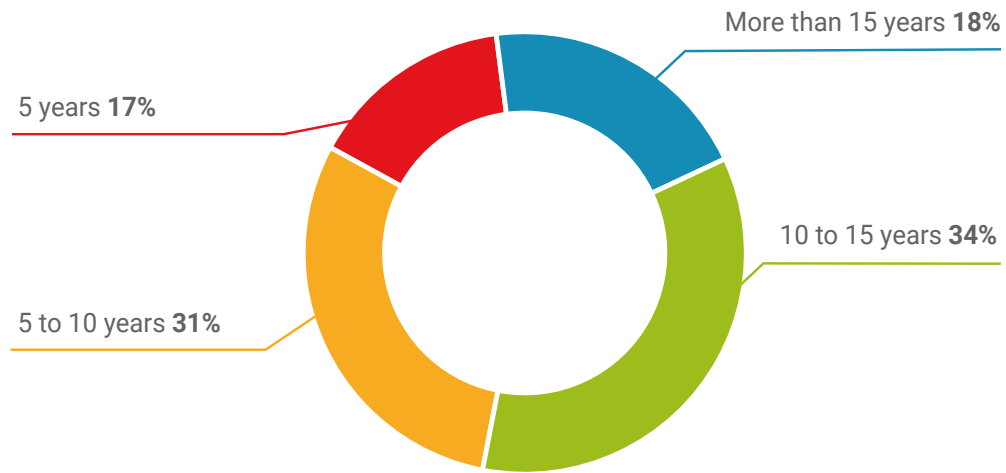
### Average Age

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Between **35** and **45** years old

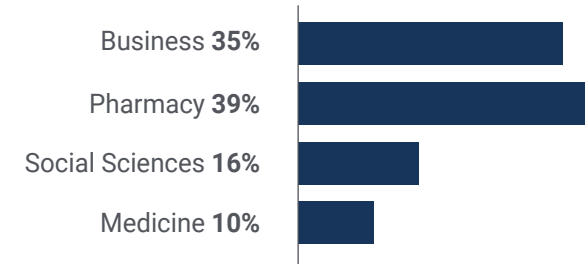
### Years of Experience

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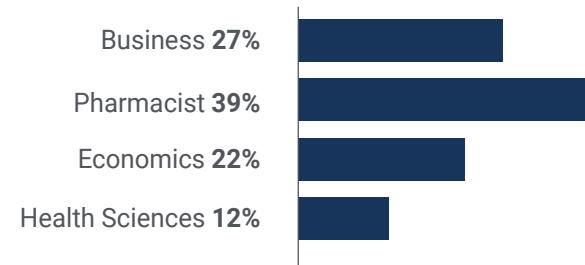
### Training

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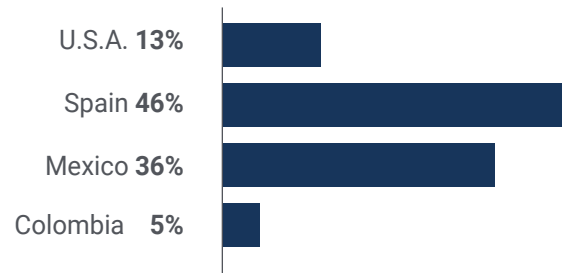
### Academic Profile

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## Geographical Distribution

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## Mauricio Hurtado

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Medical Visitor

*"This course allowed me to improve my communication skills and problem solving in the sales process. Without a doubt, it has been an excellent choice, since in a short time I was able to improve my strategies and improve professionally in the pharmaceutical sector"*

08

# Course Management

This program is characterized by its outstanding faculty in the pharmaceutical sector. Their extensive experience in this sector is reflected throughout the 150 hours of this program. Thanks to their accumulated knowledge in sales for this industry, students will have the opportunity to increase their commercial competencies and expand their business strategies. This is a unique opportunity for professional growth under the guidance of true specialists.





“

*TECH has assembled the best teaching team specialized in the Pharmaceutical Industry to develop the content of this university program"*

## Management



### D. 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

“

*TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"*

09

# Impact on Your Career

Graduates of this program will experience a significant impact on their professional career, as they will be able to detect improvements in sales processes, implement them with guarantees and avoid those actions that generate rejection in negotiations. In this way, they will have skills that distinguish them from the rest of the competitors and will make the student grow in the pharmaceutical industry.



“

*Apply tools and techniques to evaluate customer satisfaction and introduce the most effective corrective measures thanks to this program"*

### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Sales Process Pharmaceutical Industry from TECH is an intensive program that prepares you to face challenges and business decisions in the field of business and pharmaceuticals. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

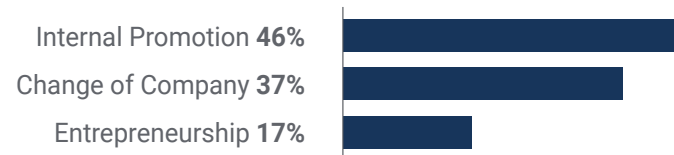
*Achieve your aspirations for career advancement in the pharmaceutical industry with this Postgraduate Certificate.*

*Gain skills in data analysis and sales management to achieve exceptional results.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **27.19%** for our students



10

# Benefits for Your Company

One of the main objectives of companies is the profitability of their marketing model. In this area, the professional who completes this program will provide their organization with the most current trends in customer loyalty, sales techniques and the technological tools used for this purpose. In this way, they will be able to increase business possibilities and strategic lines for attracting new consumers in the pharmaceutical sector.





“

*Provide new business opportunities in the pharmaceutical industry through e-commerce and grow companies in the sector"*



Developing and retaining talent in companies is the best long-term investment.

01

### Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11

# Certificate

The Postgraduate Certificate in Sales Process in the Pharmacist 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.



“

*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 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.



## 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**

# Postgraduate Certificate Sales Process in the Pharmaceutical Industry