

## 6.5.2 TRAINING

Most companies train newly hired PSRs to help them understand the details of their products. Vocational certification programs certify that the applicant has met the product and regulatory industry requirements to be a PSR. Through the National Association of Pharmaceutical Representatives, professionals in this field can earn the title of Certified National Pharmaceutical Representative. The courses can be taken online or in a class setting.

It is well-known that selling is a dynamic profession, and you need to upgrade your knowledge about your products and services constantly to be a successful salesman. But, the task of salesmen in the pharmaceutical sector is tougher when compared to their counterparts in other industries. Here, the prospect (I mean the doctor) has more knowledge about medicines and diseases than the salesman. How does the pharmaceutical representative make an impact on the doctor and how does he help introduce his company's medicines? The answer – he needs to be as knowledgeable as the doctor himself.

When sales representatives join pharmaceutical companies, they undergo intensive one-month pharmaceutical sales classroom training sessions, where they are trained aggressively by doctors and medical sales managers. This is usually a full time certification course. Once this sales training is complete, they go out to the market and work in the field.

Here are the five types of training that are covered in the exhaustive sales training curriculum.

### 1. Anatomy & Physiology

The Normal and Abnormal: This includes a thorough training on the human anatomy and physiology – the functions of the various organs, the different parts of the organs, and what happens if they function abnormally. This training is usually conducted by doctors.

### 2. Diseases

What are the various diseases for which the company offers medicines? What are their symptoms? What is the future?

### 3. Drugs

What are the drugs available for a particular disease? How does the drug help cure the disease, and what are its indications and contraindications? This training is given by a pharmaceutical specialist.

### 4. Sales Process

Once sales representatives complete their medical training, the next step would be a thorough process training on how to work with doctors, how to break the ice and open the