

PHARMACEUTICAL SALES: COMMUNICATING WITH PHYSICIANS

“Master the Art of Building Trust and Credibility with Healthcare Professionals”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

This course is designed to equip pharmaceutical sales representatives with the skills and confidence to communicate effectively and ethically with physicians. It focuses on understanding doctors' perspectives, presenting medical information clearly, and fostering long-term professional relationships that support informed prescribing decisions and patient care.

Objectives

- Understand the principles of effective physician communication.
- Learn how to build credibility and trust with healthcare professionals.
- Develop product presentation and objection-handling techniques.
- Enhance knowledge of medical terminology and clinical discussions.
- Practice ethical sales approaches aligned with healthcare regulations.

Why Attend

This training helps sales professionals strengthen their communication strategies, enhance their influence, and achieve greater success in physician engagement while maintaining professionalism and compliance.

Target Audience

Pharmaceutical sales representatives, medical liaisons, account managers, and marketing professionals working in the pharmaceutical or healthcare sector.

Individual Benefits

- Improve communication and persuasion skills for physician meetings.
- Build confidence in discussing clinical data and therapeutic benefits.
- Develop stronger, more productive relationships with healthcare providers

Organizational Benefits

- Enhance sales effectiveness and brand credibility.
- Promote ethical and compliant communication across sales teams.
- Improve customer satisfaction and strengthen market presence.

Instructional Methodology

Interactive workshops, role-playing exercises, case studies, and real-world communication simulations with feedback from experienced trainers.

Course Outline

- Module 1: Introduction to Pharmaceutical Sales Communication
- Module 2: Understanding Physicians' Needs and Perspectives
- Module 3: Structuring Effective Sales Calls and Meetings
- Module 4: Presenting Clinical and Product Information Clearly
- Module 5: Managing Objections and Questions Professionally
- Module 6: Ethical and Regulatory Considerations in Physician Communication
- Module 7: Building Long-Term Relationships and Follow-Up Strategies

Certification

Participants who successfully complete the training will receive a Certificate of Completion in Pharmaceutical Sales Communication, recognizing their expertise in engaging effectively and ethically with physicians.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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