

LEARNERSHIP: MEDICAL SALES REPRESENTATIVE

Do you want to add committed and engaged people to your current talent pool?

To be an effective and successful medical sales representative requires a wide variety of knowledge, skills and competencies. This qualification gives **you, the medical representative** the competence that is needed to go out there and connect with healthcare professionals such that you achieve your sales outcomes.

From a company perspective this learnership gives inexperienced young graduates the opportunity to learn 'on the job'. Towards the last 6 months of the year they are able to work independently as an extra pair of hands with some of your customers. You have 12 months while they are participating in the learnership, to decide who you would like to employ once the learnership is completed. In short, this learnership is a win-win all round!

THE **LEARNERSHIP** QUALIFICATION OF 120 CREDITS INCLUDE:

- Anatomy, physiology, pathophysiology and treatment of 11 body systems
- Work readiness: effective time and stress management techniques
- Pharmacology and Pharmaceuticals
- Make the most of clinical studies to sell effectively
- Managed Health Care
- Pharmacoeconomics
- Ethics and the SA Marketing Code
- Targeted Selling Skills
- Social Styles to craft exceptional relationships with HCPs
- Territory Management that achieves sales targets
- Plan impactful CME and CPD events
- Influential Business Presentations
- Business Etiquette (Social Protocols)

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"Where **learning** leads to **results**"