



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR6021

Course Title: Medical Sales Representative –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

Orientation with Pre-Sales Activities (Duration: 8 Hrs.)

- Arrange appointments with medical professionals
- Perform pre-sales activity in reference to communication strategies for products
- Deliver presentations to doctors, pharmacists and other potential customers/ healthcare professionals
- Practice basics of effective business communication and conduct effective business meetings
- Identify Patient-Physician relationship and Physician-MSR relationship
- Develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector.

Sales in Life Sciences (Duration:8 Hrs.)

- Sell and promote medical and pharmaceutical products and services using basics of selling process.
- Develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector
- Identify different sales approaches in life sciences sales
- Engage the potential customers using various methods, tolls and approaches to convince him/her to prescribe your products
- Handle healthcare professional's objections by applying basics of emotional quotient (EQ) and product literature given by company
- Identify the target population and strategy to reach sales and collection targets
- Follow company's legal guidelines and pharmacovigilance process while selling products and providing after-sales service, including channeling queries through the company defined process understand importance of ethics, privacy and confidentiality for MSR



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR6021

Course Title: Medical Sales Representative –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

Orientation on Pharmacovigilance for MSR (Duration:3 Hrs.)

- Follow company's legal guidelines and pharmacovigilance process
- Identify common terms used and their reference in pharmacovigilance system
- Outline national & international pharmacovigilance regulatory authorities
- Perform basic processing of a typical "pharmacovigilance case" through case studies as and when required

Organizing Medical Conferences and promotional events (Duration:4 Hrs.)

- Develop contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event (CMEs)
- Use techniques for collaborating with other groups and divisions
- Outline ideas from the event related to business/ brand/ company in identifying partnering opportunities during meetings/ seminars and providing support for event management
- Manage events within the approved budget
- Cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event and to plan and complete all logistical arrangements to execution
- Practice planning & organizing skills at work.

Core Skills and Professional Skills related to MSR (Duration: 4 Hrs.)

- Practice the required skill set and learn application of related Core Skills and Professional Skills to gather information about the product and competitors
- Practice the required skill set and learn application of related Core Skills and Professional Skills to promote and sell pharmaceutical/ biopharmaceuticals and AYUSH products to potential customers and for providing after sales service



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR6021

Course Title: Medical Sales Representative –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Practice the required skill set and learn application of related Core Skills and Professional Skills to organize medical conferences and promotional events (CMEs)

English Speaking and Personality Development Part 3 (Duration: 33 Hrs.)

- Speaking as a Language Skill.
- Business communication.
- Public Speaking and presentation Skills.
- Presentation by Trainees.
- Leadership
- personal responsibility

Reference Books on Medical Sales Representative

1. Community Pharmacy Handbook - Jon Waterfield
2. Essential of Pharmaceutical Chemistry - Donald Cairns
3. Pharmaceutical Innovation and Access to Medicines- OECD 2018
4. Essential of Human Physiology for Pharmacy- Laurie Kelly
5. Textbook of Organic Medicinal and Pharmaceutical Chemistry 11th edition- Wilson and Gisvold's
6. Review of Medical Physiology 26th Edition- Gannong
7. Soft Skill for everyone- Jeff Butterfeild