



TerraBiz

Training | Conferences | Exhibitions

in collaboration with



Pharmaceutical

■ Sales Management

October 11-12, 2010 | Karachi Marriott Hotel | October 13-14, 2010 | Pearl Continental Hotel, Lahore



Digital Media Partner



Technology Media Partner





Pharmaceutical

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■ Sales Management

■ COURSE OVERVIEW

Pharmaceutical Sales Management covers the concepts and applies the theories associated with managing sales force in the pharmaceutical industry. Focusing on Sourcing and Selection of Sales Force, Training and Development, Supervision and Coaching, Business Development and Territory Management, Performance and Evaluation, our aim is to transform sales managers into coaches and mentors for their sales force.

■ WHO SHOULD ATTEND

The program is designed for all those who are involved in planning and implementing sales force decisions. Area Managers, Territory Managers, middle and upper-level sales managers in pharmaceutical firms would benefit the most. A prudent selection would include promising candidates for such positions, currently working on other responsibilities. The Workshop will prepare them for the future challenges.



■ LEARNING OBJECTIVES

- Understand the distinction between the roles and responsibilities of a sales representative and a territory manager.
- Develop a confidence and trust on their interviewing techniques
- Make sure that their teams are fully trained and developed to take on their responsibilities
- Understand the difference between a 'ride – along' and a 'coaching' call
- Act as strategists and business managers for their district.

COURSE OUTLINE

■ INTRODUCTION

- ✓ Learning Expectations
- ✓ Sales Rep – Roles and Responsibilities
- ✓ Sales Manager – Roles and Responsibilities

■ SOURCING AND SELECTION

- ✓ Sources of Selection
- ✓ Competency Model – Sales Rep
- ✓ Competencies and Skills – Sales Rep
- ✓ Commonly used Interviewing and Selection

■ TECHNIQUES

- ✓ Competency Base Interviewing
- ✓ Interview Guide Development
- ✓ Assessment Centers
- ✓ Mock – Interviews and Practice

■ TRAINING AND DEVELOPMENT

- ✓ Why train?
- ✓ Training Needs Assessment
- ✓ Training Plans
- ✓ Developing and Maintaining a Competitive

■ COACHING

- ✓ Mentoring
- ✓ Enabling and Inspiring the Sales Force

■ BUSINESS DEVELOPMENT AND TERRITORY MANAGEMENT

- ✓ Pre – visit Communication(s)
- ✓ Territory Business Plans (One Month, Two Months and One Quarter Plan)

■ WEEKLY ACTIVITY PLAN

- ✓ Regional Business Plan
- ✓ Monitoring Tools
- ✓ Field Trip Performance Appraisal
- ✓ Territory Business Reviews
- ✓ Post Field Visit Report

■ PERFORMANCE AND EVALUATION

- ✓ Performance Goals and Work Standards
- ✓ Performance Evaluation
- ✓ Performance and Evaluation Check – List
- ✓ Identifying Star Potential
- ✓ Succession Planning System
- ✓ Development Roadmap
- ✓ Continuous Re – Examination
- ✓ Pool of Positions and Responsibilities
- ✓ Growth and Development

■ COURSE BENEFITS

This workshop teaches sales managers a systematic way to select high performing candidates through developing their skills of ‘competency’ based interviewing techniques. We also give out templates that can help the managers to develop their own monitoring and performance evaluation systems that can give them meaningful information for decision making and business development. The idea is to inculcate an understanding of the difference between ‘doing a job’ and ‘getting the job done’.

It's was a great experience to invite Dr. Awais as a resource person for a four day training program on Pharmaceutical Sales and Sales Management at our company. The program has transformed our thinking process and we are now remodeling our ways of working in the light of what we learned"

Hamid Abbasi
Director Marketing and Research
PouraTeb, Tehran, Iran

"Pharmaceutical Sales Management course conducted by Dr. Awais in fact helped me in transforming from a super salesperson to super sales manager"

Faiz Minhaji
Senior Key Account Manager
Roche Diagnostics

"A great mixture of academic as well as practical knowledge"

Haroon Rashid
Key Account Manager
Bayer Schering Pharma

"The program actively engages the participants through a problem solving approach, lively discussions, use of power tools and workbooks"

Najeeb Muhammad
Training Manager
Ferozsons

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Pharmaceutical Sales Management

Your Course Facilitator

Dr Awais e Siraj

Managing Director, Genzee Solutions
International Trainer



Dr. Awais is an international trainer, learning facilitator and managing director of Genzee Solutions. About 14 years earlier, he joined pharmaceutical industry after doing his MBA from Strathclyde Graduate Business School in Glasgow, UK. He has more than a decade of experience in Marketing and Sales in addition to Medical and Regulatory Affairs. His last industry assignment was with Boston Scientific's regional office in Beirut, Lebanon as Country Sales Manager. An all-time learner, Awais has been enlightened by training and education in Pakistan, United Kingdom, USA, France, Germany, Lebanon, Malaysia and Singapore.

He has a proven record of a successful manager, team leader and a professional with winning mind-set. In his role as coach, facilitator, and consultant he has groomed people from Micronet Broadband and Nayatel, Abbott, Amson, Ferozsons, Roche, British High Commission, Action Aid, B Braun, Bayer – Schering, Pourateb (Iran), Khushali Bank, U Fone, PTCL, Air Weapons Complex, Sukhi, DOVE, IYF, Habib Bank, Amgomed, UNDP, Ericsson, National Commission of Biotechnology, Clough, Nestle, Schering Plough, Mobilink, Ministry of Information Technology, Fauji Fertilizer Company, PSO, Getz Pharma, Reko Pharmacal, PARCO, Ministry of Tourism, HHRD, Digital Prodigy Pvt. Ltd. PharmEvo, GlaxoSmithKline, ICI, Medisure, Chas A. Mendoza and others.

His involvement in academic research, teaching, training and people development connected him initially to CIIT, Islamabad, and currently he is Assistant Professor in the Department of Management Sciences at Bahria University, Islamabad. Dr. Awais has been a speaker at LUMS, University of Punjab, NUST, PIMSAT, Marketing Association of Pakistan, National Defense University, Thames Business School, Quaid e Azam University, National Commission on Rural Development, COMSTEC, HEC, and COMSATS. Dr. Awais spearheaded the establishment of Leadership Development Center (Corporate Training Initiative) at Bahria University, Islamabad.

He is the author of a book "The Art and Craft of Pharmaceutical Selling". He is also a scholar of PhD at University of Leicester, United Kingdom.

For onsite customized programs by **Dr. Awais e Siraj**

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Workshop Investment:

Rs. 24,500/- Per Participant

*Early Bird Discount: (Before 20th Sep, 2010)

Rs. 22,500/- Per Participant

*Every 4th Participant from the same organization will attend

FREE

Includes course ware, Terrabilz certificate, lunch, refreshments and business networking.

Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabilz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabilz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabilz reserves the right to cancel or postpone the event.

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We are a business information firm, having managed and organized events of various calibers during the last 2.5 years of our operations. Among our more recent event was the 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabilz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabilz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

MPF also engaged us for Entrepreneurship 09 Conference in August 2009 which is being repeated this year as well. Terrabilz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

Terrabilz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabilz has also organized some events with Google Pakistan.

Terrabilz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Send your cheque in favor of "**Terrabilz**"
to **Murad Hassan**

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For Registration:

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