



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Pharmacy Product and Service Sales to Clients

Health Sciences and Social Services / Curative Health

Unit Standard 256482 · NQF Level 3 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips pharmacy staff with the skills to sell products and services effectively while adhering to ethical and legal standards. Learners will develop the ability to assess client needs, recommend appropriate solutions, and close sales in a pharmacy environment.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	256482
Accreditation	SAQA Accredited · NQF Level 3 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply communication techniques to identify client needs and preferences.
- Demonstrate product knowledge to recommend suitable pharmacy products and services.
- Implement selling techniques that comply with pharmacy regulations and ethical guidelines.
- Evaluate client feedback to improve service delivery and sales effectiveness.
- Analyze sales transactions to ensure accuracy and customer satisfaction.

WHO SHOULD ATTEND

- This course is designed for pharmacy assistants, sales consultants, and front-shop staff who interact directly with clients in a retail pharmacy setting.

COURSE OUTLINE

Day 1: Foundations of Pharmacy Product and Service Sales

- Overview of SAQA unit standard 256482 and course outcomes.
- Legal and ethical requirements: Medicines Act, Pharmacy Act, and Code of Ethics.
- Product categories: prescription medicines, over-the-counter (OTC) products, scheduled substances, and health supplements.
- Understanding client demographics and typical pharmacy clients.
- The sales process: greeting, identifying needs, presenting products, closing.
- Importance of accurate product information and contraindications.
- Introduction to client service excellence in pharmacy.

Day 2: Sales Techniques and Client Communication

- Communication models: verbal and non-verbal cues.
- Active listening and open-ended questioning.
- Building trust and rapport with diverse clients.
- Product presentation: linking features to client benefits.
- Handling common objections (price, efficacy, side effects).
- Closing techniques: assumptive, alternative choice, summary close.
- Upselling and cross-selling opportunities without compromising ethics.
- Role-play scenarios for practice.

Day 3: Advanced Sales, Compliance, and Practical Integration

- Compliance in sales: record-keeping, privacy (POPIA), and referral protocols.
- Managing client complaints and feedback.
- Working with the dispensary team: communication and workflow.
- Ethical dilemmas in pharmacy sales: balancing profit and patient care.
- Self-assessment and continuous improvement strategies.
- Final role-play assessment and feedback.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **6 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 13,200.00	R 13,200.00
1	In-House	R 17,200.00	R 17,200.00
1	On-Campus (Pretoria)	R 19,800.00	R 19,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
24 Aug 2026	26 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
24 Aug 2026	26 Aug 2026	On-Campus	Shenzhen, China
25 Aug 2026	27 Aug 2026	On-Campus	Harare, Zimbabwe
25 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
26 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
26 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
31 Aug 2026	02 Sep 2026	On-Campus	London, UK
31 Aug 2026	02 Sep 2026	On-Campus	Harare, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 256482) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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