



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

Pharmaceutical Sales

Custom Courses / Health, Safety and Environment (HSE)

Unit Standard AATICD-0059 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips pharmaceutical sales representatives with the knowledge and skills to effectively promote and sell pharmaceutical products to healthcare professionals. It covers ethical sales practices, product knowledge, customer relationship management, and compliance with South African healthcare regulations.

Category	Custom Courses
Subfield	Health, Safety and Environment (HSE)
Unit Standard	AATICD-0059
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply ethical and legal principles in pharmaceutical sales interactions.
- Analyze the needs of healthcare professionals and tailor product presentations accordingly.
- Evaluate market trends and competitor activities to inform sales strategies.
- Demonstrate effective communication and negotiation skills in client engagements.
- Implement customer relationship management techniques to build long-term partnerships.
- Design a comprehensive sales plan for a pharmaceutical product portfolio.

WHO SHOULD ATTEND

- This course is designed for individuals seeking to enter or advance in pharmaceutical sales, including current sales representatives, medical sales liaisons, and professionals transitioning from other sales roles.

COURSE OUTLINE

Day 1: Introduction to Pharmaceutical Sales and Industry Context

- Overview of the South African pharmaceutical industry
- Key regulatory bodies: SAHPRA, DoH, and professional councils
- Relevant legislation: Medicines Act, Pharmacy Act, and Code of Ethics
- Role and responsibilities of a pharmaceutical sales representative
- Ethical selling principles and compliance
- Introduction to product knowledge management
- Stakeholders in healthcare: doctors, pharmacists, nurses, and patients
- Career pathways and professional development

Day 2: Product Knowledge and Therapeutic Areas

- Drug discovery and development lifecycle
- Therapeutic areas: cardiovascular, respiratory, CNS, endocrine, etc.
- Mechanism of action, indications, contraindications, and side effects
- Reading and interpreting package inserts and prescribing information
- Generic vs. branded medicines and their implications
- Pharmacovigilance and adverse event reporting
- Sources of reliable medical information
- Case studies on product knowledge application

Day 3: Sales Techniques and Communication Skills

- Consultative selling vs. transactional selling
- Building rapport and trust with healthcare professionals
- Questioning techniques: SPIN, open/closed, probing
- Structuring a product presentation: features, advantages, benefits
- Handling objections and overcoming resistance
- Closing techniques and gaining commitment
- Use of CRM software for call planning and reporting
- Time management and territory planning

Day 4: Compliance, Ethics, and Customer Relationship Management

- Code of Marketing Practice for pharmaceutical industry
- Promotional material approval and fair balance
- Interactions with healthcare professionals: gifts, samples, and sponsorships
- Managing conflicts of interest
- CRM principles and customer segmentation
- Call cycle management and follow-up planning
- Record-keeping and reporting obligations
- Case studies on ethical dilemmas

Day 5: Strategic Selling, Market Analysis, and Integration

- Market analysis: SWOT, competitor mapping, and prescribing patterns
- Key account management and strategic planning
- Advanced negotiation skills for pharmaceutical sales
- Integrating all skills into a sales call
- Role-play: complete sales interaction from opening to close

- Performance metrics and self-assessment
- Creating a personal development plan
- Course review and assessment

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 **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

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 AATICD-0059) 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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