



RETAIL MASTER CLASS



OCCUPATIONAL CERTIFICATE:
HEALTH PRODUCTS SALES
REPRESENTATIVE

118738



010 085 0918



www.zoneups.com



405 Cliff Ave, Waterkloofridge, Pretoria



BOOK NOW



2 Day Course



Classroom & Online Training



Certificate of Attendance

ABOUT THIS COURSE

This course prepares learners to operate as Health Products Sales Representatives by developing the knowledge and practical skills needed to sell and promote health products while complying with relevant legislation, ethical codes and industry standards.

Learners will gain an understanding of anatomy and physiology, health interventions, legal and ethical requirements in the pharmaceutical industry, marketing health products, sales of health products, customer relationships, communication, event planning and presentation skills.

The programme combines theory, practical skills and workplace experience to ensure learners are able to analyse the sales and marketing environment, maintain customer databases, sell health products, promote products and educate customers professionally.



Target Audience

- Dairymen
- UHT Operators
- Sterilisation Operators
- Processing Operators
- Manufacturing Employees
- Production Operators
- Process Controllers
- Quality Control Staff
- Food Safety Staff

PRICE

ONLINE TRAINING : Request a Quote

CLASSROOM: Request a Quote

(Includes snacks and beverages – only applicable to classroom bookings)

DAY ONE

OVERVIEW

SMART ZONE

Anatomy and Physiology

- Learners are introduced to the structure and function of the human body as it relates to health products sales. This includes the cardiovascular, urinary, renal, respiratory, nervous, musculoskeletal, gastro-intestinal, endocrine, lymphatic, immune, reproductive and skin systems, as well as special senses.

Pathophysiology and Therapeutic Options

- Learners gain an understanding of common conditions affecting body systems and the therapeutic options used to manage them. This includes applied pharmacology, microbiology, diagnostic tools, treatment options, disease patterns and the relationship between health conditions and product use.

Health Interventions

- Learners are introduced to health products, in-vitro diagnostics, medical devices, complementary medicines, supplements and medical consumables. This section covers product types, uses, benefits, risks, quality assurance, registration, manufacturing, distribution and relevant standards.

Pharmacology and Pharmaceuticals

- Learners develop an understanding of pharmacokinetics, pharmacodynamics, dosage forms, routes of administration, product characteristics, medicine safety, pharmacovigilance, patient information leaflets, package inserts, recalls, storage and product integrity.

Marketing Health Products

- Learners gain an understanding of marketing principles applicable to health products, medical products, nutraceuticals, pharmaceuticals, equipment and supplies. This includes market analysis, segmentation, data sources, marketing plans, marketing objectives, campaign design and presentation of data.

Scientific Studies and Clinical Trials

- Learners are introduced to the basics of scientific studies and clinical trials. This includes clinical research methodology, evidence-based medicine, interpretation of clinical study results, ethical paraphrasing of study outcomes and using research to support product information.

Pharmacoeconomics and Product Value

- Learners develop knowledge of pharmacoeconomic principles and how they apply to clinical study outcomes. This includes cost-effectiveness, treatment modalities, medicines pricing controls, sampling, discounting, bonusing and supporting product recommendations fairly and ethically.

Sales of Health Products

- Learners are introduced to selling and territory management principles. This includes situational analysis, territory planning, target groups, competitor analysis, sales in the healthcare environment, call objectives, the sales cycle, identifying customer needs, presenting features and benefits, objection handling and closing the sale.

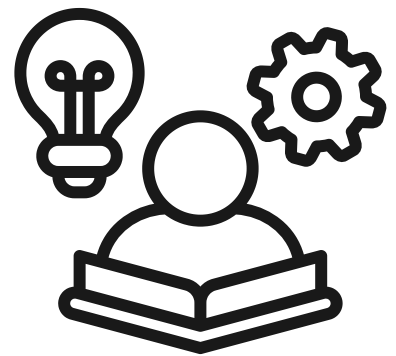
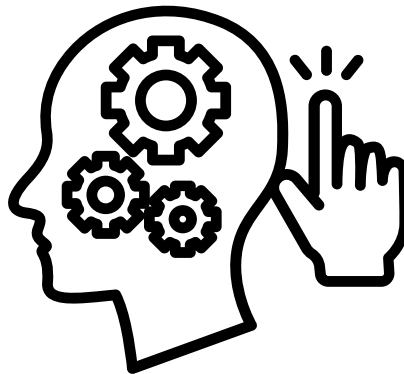
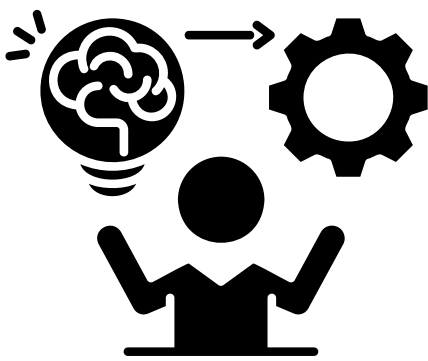
Customer Databases and Relationships

- Learners gain practical knowledge of managing customer databases and building customer relationships. This includes customer segmentation, contact strategies, sales territory management, diary planning, style flexing, customer interaction, identifying opportunities, growing databases and managing customer decline.

FEATURES OF THIS COURSE

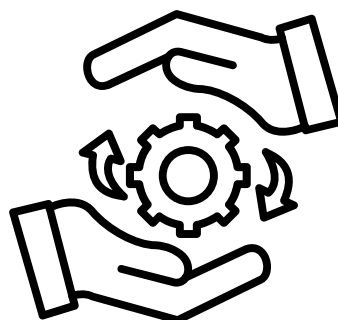
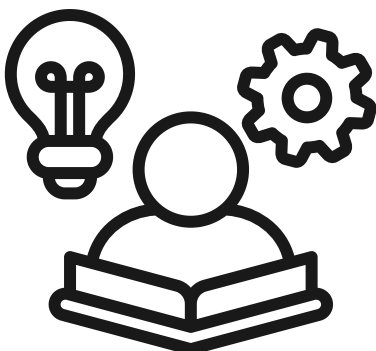
SMART ZONE

- QCTO-aligned occupational curriculum
- Combines theory, practical skills and workplace experience
- Industry-relevant commercial natural gas installation skills
- Focus on safe, legal and code-compliant gas systems
- Covers system design, installation, commissioning, maintenance and compliance
- Supports workplace readiness in commercial gas environments



BENEFITS OF THIS SHORT COURSE

- Gain practical chemical plant control knowledge and skills
- Understand process control systems, plant variables, and production schedules
- Improve ability to monitor plant operations and respond to deviations
- Learn how to apply quality control and meet product specifications
- Develop confidence in reporting, record keeping, and shift handover
- Enhance career opportunities in chemical, manufacturing, and process plant environments





SIGN UP NOW

SIGN UP NOW AND SECURE YOUR PLACE

1. Register Online- www.zoneups.com
2. Select the training you prefer and the date you would like to attend.
3. Fill in the registration form.
4. Choose your payment method and finalize the booking.

Request a Quotation

Accreditation



*South African
Institute Of
Occupational Safety
And Health*



Services SETA



Fasset

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QCTO