



INTELLECTUS CAMPUS
Excellence through Knowledge



Career Booster Short Course PHARMACY & RETAIL HEALTH SALES

1 morning per week • 14 weeks • Certificate Awarded



**Are you creative, outgoing and love helping people?
Do you desire a non-clinical career in healthcare?**

This highly engaging course in Pharmacy & Retail Health Sales will enable you and your employer optimize sales and customer service, in a pharmacy, health shop or veterinary practice.

You will learn about relevant health conditions, so you may offer health advice and recommend products as appropriate. The course also enables you to offer excellent customer service and optimize telephone communication and administrative support in a pharmacy or health shop.

WHO IS THIS COURSE FOR?

This course is aimed at people who wish to enter the Healthcare Industry as retail health support staff but lack the necessary background and competency. It provides the basic technical information, and customer care skills

WHY STUDY THIS COURSE?

- A career in sales and retail could be for you If you enjoy interacting with and helping customers, improving their experience as well as working as part of a team.
- The skills developed in retail are transferrable across all industries and include problem solving, effective communication and working well under pressure.
- Whether you're already working in the industry, or if you're looking to improve your selling skills, this career booster course will help open doors to a rewarding career in pharmacy and retail health sales

COURSE DURATION

- 14 weeks | Every Tuesday | 08h00 – 13h00

Register now & take advantage of this reduce fee

Special Offer: ~~N\$ 10,200~~, pay only N\$ 5,000

Special fee is valid only for March 2021 only

Read on for course information & turn over for contact details

WHAT WILL YOU LEARN?

In any setting, the process of selling involves contacting potential customers, identifying their needs, persuading them that your products or services (rather than those of competitors) can best satisfy those needs, closing the sale by agreeing the terms and conditions, and providing an after-sale service.

This course provides the basic technical information, (Anatomy, Physiology, Pathology and Pharmacology) as well as administration, promotion and selling skills.

ENTRY REQUIREMENTS

- Grade 12, >20 points + >E Symbol in English
- Grade 10 + any NTA certificate >Level 3
- Mature age entry: Grade 12/ 10 and 1 year healthcare-related work experience

COURSE CONTENT

1. INTRODUCTION

- A brief Overview of SADC Healthcare Market – Pharmacy Perspective
- Concepts of Health Wellness & Disease
- Introduction to the role of a Retail health sales

2. ANATOMY, PHYSIOLOGY, PHARMACOLOGY AND PATHOLOGY

- An overview of the topic from the perspective of what advice support staff can provide, when they may recommend a product and when to refer
- Introduction to Human Anatomy
- Central and Autonomic Nervous Systems
- Urinary, Circulatory Systems, Blood and the Lymphatic System
- Respiratory System
- Skeletal and Muscular Systems
- Defence Mechanisms, Microbiology, vaccination
- Organs of Special Sense, including wound care, health & beauty products
- Gastro-intestinal System
- Endocrine and Reproductive Systems

3. STORE MANAGEMENT

- Merchandising
- Stock Management
- Managing Point of Sale
- Procurement

4. CUSTOMER SERVICE

- Selling skills
- Customer Service
- Telephone skills
- First Aid and emergencies.

5. SELLING SKILLS

- Style Analysis and difficult Customers
- Customer Needs, Features and Benefits
- Handling Objections
- Successful Closes
- Optimising Sales
- Workshops and Role Plays.

6. PROFESSIONAL DEVELOPMENT

- Education, training and development
- Workplace Etiquette
- Study skills
- Time management
- Stress management

7. CV WRITING AND INTERVIEW SKILLS

- Job prospects
- CVs, Resumes and Cover letters
- How to prepare for an interview and ace it

CERTIFICATION

An Intellectus Campus **Certificate in Healthcare Product Sales Representation** is awarded to all students who achieve 70% or more. The final mark as calculated as follows:

- 3 hour written examination (300 marks)
- Self-Assessments (100 marks)
- Mini Tests (100 marks)
- Selling skills portfolio and role-play (100 marks)

ACCREDITATION

This short course is an Intellectus Campus Provider Programme, as such, it is not registered on the NQF, do not carry any national credits; and do not lead to a Qualification. This is because accrediting bodies e.g. NQA do not accredit short courses. Our Provider Programs are quality assured and certified by Intellectus Campus.

CONTACT US

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