



CERTIFICATE IN MEDICAL SALES AND SERVICES (MSS)

ABOUT THE INDUSTRY: Indian pharmaceutical industry was 2,90,000 crores in 2020 as per the ministry of Chemicals and Fertilizers, Govt of India. Even during the pandemic industry registered positive growth.

SALES AND MARKETING JOB SECNARIO: Currently more than 2 lac employment opportunities are existing pan India. This is exclusively only in the Sales Promotion sector and do not include production, distribution, etc. Approximately 20,000 Sales Promotion employees, Medical Service Executives are working in Kerala.

ABOUT THE JOB PROFILE: The Sales Promotion of medicines, medical devices and allied services is done by qualified and trained persons. The person involved in sales promotion must be dynamic, go-getter, willing to accept challenges, should be fluent in English and local language. The candidates who are successfully completing this programme can get the post of **“Medical Service Executive”** in a reputed pharmaceutical company. Medical Service Executives are offered attractive packages as compensation.

COMPENSATION AND OTHER BENIFITS: At entry level monthly starting salary ranges between Rs 15,000 to Rs 40,000/- per month depending upon the company. Apart from salary, dailyworking allowance and travelling allowances are also paid. Further, statutory benefits like Provident Fund, ESI, Gratuity, LTC, Bonus, Pension etc. are applicable to the Medical Service Executive. Performance based incentives are being paid to motivate the Medical Service Executive. Star performers are taken to international tourist destinations as part of incentive schemes.

CAREER AND GROWTH OPPORTUNITIES: Industry offers immense career growth opportunities for right talents. Medical Service Executive is the entry point and first promotion to supervisory level can be achieved in two years and first

managerial position can be achieved in another two years. Companies generally utilize the in-house promotion channel up to senior executive level.

Certificate in Medical Sales and Service (MSS): This is a tailor-made programme to impart the knowledge part and develop the skills required for the job. In this programme we deal extensively the **human anatomy, physiology, microbiology and pharmacology**. We have a separate session for English communication. We use Cambridge Business English Certificate (B1-CEFR). Further we have special sessions for other core skills. We have one full session devoted to sales and marketing training. In this area our focus is sales promotion by Medical Service Executive. Practical session is based on Retail Chemist Prescription Audit. We also provide extensive training to participate in interview, group discussion and presentations. We have special sessions for overall personality development of the candidates during the programme.

IEPC Pvt Ltd, is in constant touch with the industry and its organisations to understand their requirements and expectations. As per the today's situation a person successfully completing this programme stands very high chance of getting the post of “**Medical Service Executive**” in a reputed pharmaceutical company immediately.

Name of the Programme	: Certificate in Medical Sales and Service
Training Programme Code	: MSS
Duration	: Three months
Eligibility	: Graduation
Course/Papers	: Three Papers + Practical work
Medium of Instruction	: English
Scheme of Examination	: 3 written papers (3x100) = 300marks
Practical	: 100 marks
Total Marks	: 400
Total Credits	: 10 credits
Course Fee	: Rs. 15,000/- plus Rs. 200/- registration charges

Course Code	Name of the Course
MSS 001	Introduction to MSE and scientific sessions
MSS 002	Communicative skills, Sales Promotion, RCPA skills
MSS 003	IT area, Legal, group discussion, Interview training
MSS 004	Practical Part