

Medical Sales Academy



«Value for Money».



Purpose - People - Process

LEARNING
SYSTEMS

Effective Selling Skills (ESS)

Selling Through Interpersonal Relationships (STIR)

Efficient Area Management (EAM)

Competitive Selling Skills (CSS)

Micromarketing (MMG)

Direct Account Selling (DAS)

Account Management.

Key Account Management (KAM)

KAM

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To

- Key Account Management (KAM-S)

Sales Management Strategy

- Key Account Management (KAM-T)

(Sales Techniques & Tools)

1.

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2.

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Territory Management Key Account Management.

3. Key Account Management

- key account manager
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4.

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5.

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- &

6.

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