

PHARMACEUTICAL ACADEMY

Pharmaceuticals

Compliant operations and ethical, effective sales.

Programmes for pharmaceutical companies on internal controls, territory management, digital transformation, customer relationships and ethical sales and promotion.

7

practical courses for operations, sales and marketing teams

3

ways to learn: in-house, open-house and online or blended

200+

clients served by CDC Consult since 2003

The courses at a glance

Seven programmes that help pharmaceutical companies run tight operations and sell ethically and effectively in hospitals, clinics and pharmacies. Each can be tailored to your company and products.

- 01 Enhancing Internal Controls in Pharma Operations**
Close the gaps in inventory, fraud and SOP compliance.
- 02 Strategic Territory Management & Route-to-Market Optimisation**
Cover more of your territory with less wasted effort.
- 03 Digital Transformation & Data Integrity in Pharma**
Use digital tools to work faster and keep your data trustworthy.
- 04 Building Trusted Brands Through Customer Relationships**
Win loyalty that outlasts price and promotion.
- 05 Emotional Intelligence & Communication Skills for Pharma Professionals**
Stronger relationships with customers, colleagues and supervisors.
- 06 Sales Excellence in Pharma Markets**
Ethical, modern selling that grows share in hospitals, clinics and pharmacies.
- 07 Marketing Compliance & Ethical Promotion**
Promote with impact, without breaching professional standards.

WHO SHOULD ATTEND

Operations, finance and warehouse teams; medical and sales representatives and their supervisors; brand, marketing and customer service teams; and QA and IT staff in pharmaceutical companies.

CHOOSE HOW YOUR TEAM LEARNS

In-house

Customised training delivered at your premises, for your teams only.

Open-house

Scheduled sessions at a neutral venue, learning alongside peers from other companies.

Online and blended

Through Adanson, CDC's e-learning platform, with progress tracking and certificates.

COURSE 01 · CDC-PH-01

Enhancing Internal Controls in Pharma Operations

Close the gaps in inventory, fraud and SOP compliance.

A practical course on internal control systems for pharmaceutical operations, covering inventory management, fraud prevention and SOP compliance.

MODULES

1. Identifying Operational Gaps in Production, Warehousing & Distribution
2. Strengthening Financial, Inventory & Operational Controls
3. Preventing Leakages, Pilferage & Waste
4. Monitoring, Accountability Systems & SOP Compliance

WHO SHOULD ATTEND

Operations managers · Finance officers · Warehouse supervisors

COURSE 02 · CDC-PH-02

Strategic Territory Management & Route-to-Market Optimisation

Cover more of your territory with less wasted effort.

Reps and supervisors learn to plan field territories, optimise routes, allocate resources and improve sales coverage.

MODULES

1. Territory Mapping & Customer Prioritisation
2. Route Planning for Maximum Coverage & Efficiency
3. Aligning Territory Strategy with Business Goals
4. Smarter Field Execution to Reduce Operational Costs

WHO SHOULD ATTEND

Territory sales managers · Field sales representatives · Regional sales supervisors

COURSE 03 · CDC-PH-03

Digital Transformation & Data Integrity in Pharma

Use digital tools to work faster and keep your data trustworthy.

Explores digital technologies across pharmaceutical sales, logistics and administration, with practical tools for more accurate reporting.

MODULES

1. Digital Tools for Sales, Inventory & Distribution
2. Improving Data Accuracy & Digital Reporting
3. Digital Documentation & Workflow Efficiency
4. Driving Adoption of Technology-Driven Operations

WHO SHOULD ATTEND

Sales teams · IT officers · Operations staff · Quality assurance teams

COURSE 04 · CDC-PH-04

Building Trusted Brands Through Customer Relationships

Win loyalty that outlasts price and promotion.

Focuses on long-term customer relationships that strengthen brands and loyalty, with an emphasis on emotional connection, responsiveness and trust.

MODULES

1. Customer Relationship Management Fundamentals
2. Communication & Engagement Strategies for Pharmacies and Hospitals
3. Building Trust & Loyalty with Key Accounts
4. Identifying Customer Expectations & Closing Service Gaps

WHO SHOULD ATTEND

Sales teams · Customer service officers · Retail frontline staff

COURSE 05 · CDC-PH-05

Emotional Intelligence & Communication Skills for Pharma Professionals

Stronger relationships with customers, colleagues and supervisors.

A behavioural skills programme that uses emotional intelligence tools to improve how pharma professionals interact at work.

MODULES

1. Self-Awareness & Interpersonal Skills
2. Influence and Communication with Customers
3. Conflict Management & Empathy in Practice
4. Building Professionalism & Workplace Harmony

WHO SHOULD ATTEND

All pharma staff · Supervisors · Customer-facing teams

COURSE 06 · CDC-PH-06

Sales Excellence in Pharma Markets

Ethical, modern selling that grows share in hospitals, clinics and pharmacies.

Equips sales teams with modern, ethical strategies to deepen customer engagement, differentiate products and grow market share.

MODULES

1. Selling & Product Detailing Skills
2. Customer Segmentation & Market Targeting
3. Ethical Persuasion & Objection Handling
4. Sales Planning & Account Management

WHO SHOULD ATTEND

Medical representatives · Sales officers

COURSE 07 · CDC-PH-07

Marketing Compliance & Ethical Promotion

Promote with impact, without breaching professional standards.

Participants learn to run marketing and promotion ethically, without overpromising benefits or breaching professional standards, protecting credibility and long-term trust.

MODULES

1. Principles of Ethical Promotional Practice
2. Acceptable Interactions with Healthcare Professionals
3. Message Accuracy & Communication Discipline
4. Managing Reputational & Ethical Risk

WHO SHOULD ATTEND

Sales reps · Medical reps · Brand managers · Marketing teams

HOW EVERY PROGRAMME WORKS

Learning you can measure

1**Baseline test**

Before training, participants take a pre-assessment, so facilitation is pitched at their level and learning gaps are clear.

2**Practical delivery**

Case studies, group work and real-world exercises, tailored to your company's needs and delivered by experienced practitioners.

3**Outcome test and evaluation**

A post-assessment measures improvement against the baseline. Participants receive feedback within 24–48 hours, and your company receives the evaluation results.

Courses can be combined into a tailored programme for your company. Online participants on Adansonian have their progress tracked and receive a certificate of participation.

Bring these programmes to your company

- 1 Tell us what your teams need**
Choose one course or several, and the operations, sales or marketing teams you want to reach.
- 2 Receive a tailored proposal**
We adapt content, duration and format to your company and products, with dates and a quotation.
- 3 Train in-house, open-house or online**
Delivered at your premises, at a public session, or through Adansonia, with assessments and an evaluation report.

TALK TO US

Akosua Darkwa
Edinam Dzandu

0544 332 030

akosua@cdcconsult.org

edinam@cdcconsult.org

info@cdcconsult.org

CDC CONSULT LTD

Tel: +233 302 912645 / 434447

P. O. Box CT 4723, Cantonments, Accra

www.cdcconsult.org

www.adansonia.org

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