

# **Importance of Training among the Medical Representatives of Kaizen Pharmaceuticals**

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## Abstract:

Training and development of employees is considered as an integral part of an organization. Multinational pharmaceutical companies make huge investments in training their employees especially for the medical representatives. The concept of regular training of medical representatives is relatively a neglected department among the national Pharmaceutical industry. Kaizen Pharmaceuticals is among those few pharmaceutical companies which believe on regular training of its employees especially medical representatives. Since the medical representatives are usually from a non-medical background, so there regular training helps them to develop their confidence and develop good relationship with doctors. As the major source of communication between doctor and pharmaceutical industry is medical representative, so regular training is provided and training content is especially designed to cover all major areas of knowledge, which include the basic medical knowledge, the product specific knowledge and the selling skills as well. These training sessions also include actual situational role-play sessions in which medical representatives are given actual situations. During the training sessions, medical representatives are provided with handouts and notes for regular assistance. The medical representatives also consider training as an important tool and they understand the fact that Kaizen pharmaceuticals is really developing them by providing them effective training.