

# SALES ANALYSIS AND PLANNING

LEARN HOW TO PLAN STRATEGICALLY UPON RIGHT ANALYSIS OF IMPORTANT ELEMENTS THROUGH RIGHT PARAMETERS WITH RIGHT INTERPRETATION.

- **20 September 2019** (1-day program)



## Program Highlights:

Effective Sales Analysis and Planning has the potential to address opportunities and challenges for revenue growth. In this course, you'll learn about:

- The critical elements of sales performance
  - Results (What happened/is happening?)
  - Reasons (Why it happened/is happening like that?)
  - Key Issues (What needs to be addressed?)
- The important elements of sales planning
  - Objective setting
  - Activity implementation based on key issues
- How these concepts and principles come together in practice, through a sales analysis case study



## Who Should Attend;

Medical Representatives, Sales Trainer, Sales Manager

## Available Training Sessions;

- **20 September 2017 (1-day program)**

## Training Venue;

- **Hilton Sukhumvit Bangkok, Summit I (25<sup>th</sup> Floor)**

## Training Fees;

- PReMA Member 7,900 Baht / person (excl. VAT)
- Non-PReMA member 9,900 Baht / person (excl. VAT)
- Early-bird registration (PReMA member only) 4,900 Baht / person (excl. VAT) (*Registration with payment before 23 August 2019*)

## Registration & Contact Information

Please send your complete application to

[panniporn@prema.or.th](mailto:panniporn@prema.or.th)

For more information, please call Panniporn at 02-619 0232-6 Ext. 32 or email to

[panniporn@prema.or.th](mailto:panniporn@prema.or.th)



## Trainer Profile;

### Pitchapon Noonbhakdi

#### QUALIFICATION HIGHLIGHTS:

- Business Analysis for Business Plan
- Sales Force Effectiveness Consultancy Project
- IMS's DDD product sales & technical support

#### PROFESSIONAL MEMBERSHIP (if any):

- Marketing Pharmacy Association of Thailand

#### PROFESSIONAL EXPERIENCES:

- Lecturer at Pharmacy Faculty, Rangsit University
- Commercial Training Consultant at GSK
- DDD Project Manager, Sales & Marketing Manager at IMS Health
- Product Managers at Sanofi-Synthelabo

#### PROFESSIONAL CERTIFICATION:

- Area Planning Management from IMS
- Sales Force Effectiveness from IMS

