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## Special Meeting-Upgrade the Practical Skills of Business Channels of Pharmaceutical Enterprises under The New Medicine Situation

### 新医药形势下医药企业商务渠道实战操作

June 18-19, 2009     Shanghai, China

#### Key Topics Covered:

- Upgrade the Practical Skills of Business Channels of Pharmaceutical Enterprises under the New Medicine Situation
- Policy and Market Environment Analysis
- The impact of the current medicine regulations and policy environment to the sales channels of medical products
- Management of medicine dealers' distribution channels under the new medicine policy
- The Industry Background of innovation ideas of medicine dealers' channel management under the new policy
- Proposal of Macro Level operation for the channel management of medicine reseller under the new policy
- Proposal of Micro Level operation for the channel management of medicine reseller under the new policy
- The commercial operation mode of medicine dealers and management of the sub-distributors
- Customer relationship management and maintenance of upstream and downstream clients of distributors under the new situation
- Medicine terminal sales management and customer relationship maintenance under the new policy
- Terminal sales credit management
- Market development of The Third Terminal under the new medicine situation
- Customer relationship management of the terminal market
- Medicine business negotiation skills and the draw up the binding terms
- Q&A of the actual problems encountered during practical job

Understanding the pharmaceutical market in the healthcare system is a straightforward guide to the pricing and reimbursement mechanisms in China market, in particular recent reforms since 2007 and the current proposed healthcare reform in the end of 2008. This meeting is aimed to add to the understanding of some of the mechanisms that have been adopted in China markets, and to identify the major topics of interest and concern to pharmaceutical industry, health insurers and governments. The flaws in the system and look at government attempts and industry pressure for reform were also detailed.

#### Who Should Attend?

GM, Directors, Head and Managers of:  
Commercial, Business Development  
Marketing, Sales  
PR, Training

**Be sure and register now**

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## Module I: Policy and Market Environment Analysis

### Unit 1: The impact of the current medicine regulations and policy environment to the sales channels of medical products

- Several important medical policies, laws and regulations in 2008 and the implementation
- Pharmaceutical industry policy and the future direction
- Possible impact of Health Care Reform policy to the pharmaceutical marketing
- Opportunities of development for the pharmaceutical companies provided by Health Care Reform and proposal for marketing operation
- The current difficulties faced by pharmaceutical marketing and plan recommendation
- Major development trends of the medicine circulation system
- Analysis of development of great circulation and great chain
- Pharmaceutical marketing model and future development trends
- New requirements to medicine business manager under the new medicine policy

## Module II: management of medicine dealers' distribution channels under the new medicine policy

### Unit 2: The Industry Background of innovation ideas of medicine dealers' channel management under the new policy

- Difficulties and problems faced by the commercial pharmaceutical companies and proposal of future trends
- Analysis and prospect of the commercial medicine market environment in 2008 and 2009
- Rise of Large-scale medicine logistics center in China
- Forming of monopoly of great flow of regional oligopolies
- Performance of foreign investment in the field of Chinese commercial medicine
- Analysis of the current pharmaceutical retail industry

### Unit 3: Proposal of Macro Level operation for the channel management of medicine reseller under the new policy

- Market opportunities of the development of the Third Terminal caused by New Rural Cooperative
- Medical and the Two Networks' construction and operational recommendations
- New trends of the Bidding Invitation On Internet and the new requirements to the pharmaceutical companies
- Panel discussion

### Unit 4: Proposal of Micro Level operation for the channel management of medicine reseller under the new policy

#### The commercial operation mode of medicine dealers and management of the sub-distributors

- Design, selection, integration and recombination of the sub-level of commercial distribution channels
- Preparation job before determining the sub-level commercial distribution channels
- Notes to choose the sub-level commercial distribution channels
- Fine management of distribution channels
- Mission of the channel members
- How to resist the challenger in the channels
- Hospital distribution channels are the most important job of distribution
- Win-win approach is the basis of the cooperation
- Plan and establishment of sales promotion strategy
- A variety of commercial promotional activities of distribution channels
- How to make the pricing strategy
- The competitive advantage to regard the channel as the center
- Channel conflict and management: the dialectical relationship between culture and to "get rid of fan"
- How to motivate members of your sub-channels
- Incentive policy: refund incentive policy; volume incentive policy; year-end incentive policy; special incentive policies
- Problem handling: price confusion problem; promotional approach problem; selling beyond agreed areas problem; staffing issues; quality problem
- How to set up a strong channel support infrastructure
- Product sales policy: refund and deduction rate
- How to do a good job in marketing support
- Brand marketing and channel marketing
- Improve the efficiency of channel and reduce the cost of channel
- Sales and technical support: ads allowances; promotions; presentation; brand sharing; product knowledge; sales support of hospital and shop
- Panel discussion

Module III: Customer relationship management and maintenance of upstream and downstream clients of distributors under the new situation

Unit 5: Medicine terminal sales management and customer relationship maintenance under the new policy

Basic concepts of terminal:

- where is the terminal of pharmaceutical products
- General idea of terminal market development

Terminal Sales Management System:

- Set up the information system for clients of channel terminal
- Data collection, analysis and application of business information of downstream clients
- How to measure the effectiveness of your team work result
- How to do your work time management?
- How to break down the team mission?
- How to do sales forecasting?
- Sales report management system
- Panel discussion

Terminal sales credit management:

- Credit of sales channels and management
- Sub-dealers and end-customer's credit investigation and the use of the result
- The necessary approval procedures of credit limit
- How to manage trade receivables
- Effective of the good credit management
- Impact of bad credit management
- Ways of credit control
- Danger signals of beyond the credit
- Deal with the problematic trade receivables
- Training of money recovery skills
- Terminal sales shipments and inventory management

Market development of The Third Terminal under the new medicine situation:

- How to do a good job in The Third Terminal market development
- Product line planning: decides your profits
- Organizational structure: establish corresponding terminal sector
- The management of maintenance of The Third Terminal
- The Third Terminal mode of transmission of the operating information
- How to plan the basic costs for the development of the New Rural Cooperative Medical market?

- The eight major future development trends of the New Rural Cooperative Medical market and how to deal with that by pharmaceutical companies
- Urban communities' pharmaceutical market analysis
- The impact of the urban communities pharmaceutical market by the new policy
- Product line planning and commercial channel selection techniques of the urban community pharmaceutical market
- Develop strategies, development methodology and development principles of the urban community pharmaceutical market
- Promotion methods for the urban community medicine marketing

Customer relationship management of the terminal market:

- Strategic significance to strengthen cooperation with downstream customers and the customer relationship management
- How to do a good job to maintenance the relationship with the downstream customers under the new situation (analysis of high-level public relations skills)
- Case study: differentiation Service
- How to strengthen relationship and communication with the dealers and the downstream end customer by pharmaceutical companies under the new situation
- How to deal with the relationship with dealers by the manufacturers
- How to cooperate with the dealer to deal with the future Bidding Invitation On Internet and community bidding by the pharmaceutical enterprises
- How to set up deeper level of friendship and trust with downstream customers
- The important role of brand and reputation in medicine circulation. How to operate brand building? Panel discussion

Module IV: Basic business negotiation skills upgrading for the business manager

Unit 6: Medicine business negotiation skills and the draw up the binding terms

Cognition of the negotiation process:

1. Preparation for business negotiations
2. How to set up negotiation strategy with the opponent
3. The negotiation process and details treatment
4. How to reach an agreement

### Quotation principle

- How to make concessions
- How to effectively defuse slashing prices by the opponents
- Analysis of Buyer's commonly used tricks
- What's other bargaining chip to negotiate?
- The taboos need to pay attention to with the opponent when negotiate a cooperation
- How to formulate the binding terms

### Unit 7: Q&A of the actual problems encountered during practical job

#### Trainer introduction:

Feng Yue, is EMBA of Peking University. As the first group of academic marketing staffs, he began his career as a professional medical representatives in multinational corporations from 1990. He works as medical representatives, regional manager, great regional manager, training manager, general manager of marketing in several well-known multinational pharmaceutical companies of Japan, Germany, and Hong Kong; and are still engaged in national distributor management business of a number of medical products. He has 12 years of pharmaceutical marketing management and 6 years of the professional marketing training experience. He successfully planned, operated a number of prescription drugs and non-prescription drugs; is skillful in marketing planning, team building and team management. He has provided training for the pharmaceutical industry for more than 200 times. He owns Cambridge International Professional Trainer Certification.

#### Lecturer Style:

His style is vivid and he has good language expression ability and training skills. He has a sense of humor and outstanding personal charisma. His training style is lively and strong affinity. He has a wealth of pharmaceutical sales training experience and front-line sales and team management experience. He prepares cases for customers' products and training needs and combines the training and consulting.

### Yue Feng

#### has provided consulting services to:

*Wyeth China*  
*Hainan Jond Pharmaceutical Co., Ltd.*  
*STAR Pharmaceutical Limited*  
*Guizhou Xinbang Pharmaceutical Co., Ltd.*  
*LG Life Science (China) Co., Ltd.*  
*Gleneagles CRC*  
*Beijing Saike Pharmaceutical Co., Ltd.*  
*SHANGHAI LEY'S PHARMACEUTICAL CO., LTD.*  
*Guizhou Yibai Pharmaceutical Co., Ltd.*  
*Wuhan Grand Pharmaceutical Group Co., Ltd.*  
*TAKEDA PHARMACEUTICALS GROUP*  
*Shijiazhuang No.4 Pharmaceutical Co., Ltd.*  
*Sino-Swed Pharmaceutical Corp. Ltd. (SSPC)*  
*Seiko Eiyo Yakuhin Co Ltd.*  
*Johnson & Johnson Medical (China) Ltd.*  
*Beijing Montagne Medical Device Co., LTD.*  
*Beijing Baron Medical Equipment Co., Ltd.*  
*InTec Products, Inc.(Xiamen)*  
*Shandong Dong-e E-Jiao Group*

#### Course Format:

- Through a combination of breakout sessions, group and individual work, interactive roundtable discussions and role-plays, delegates will understand the total role of Commercial Management. This includes using their judgement and experience to forecast future business opportunities and plan operations while liaising with, and relying on, many other departments within the organization.
- Trainer will use practical examples and case studies to reinforce and expand the scope to cover applicable concepts for commercial management.

#### Pre-Course Questionnaire

In order to tailor this course precisely to your needs, the course leaders would value information on your knowledge, experience and requirements.

**模块一：政策与市场环境分析****第一单元：当前医药法规与政策环境对医药产品销售通路的影响**

- 2008年几个重要的医药政策、法规及执行情况
- 医药产业政策及未来走向
- “医改”政策对医药营销可能产生的影响
- “医改”为医药企业提供的发展机遇及营销操作建议
- 当前医药营销面对的困难及方案建议
- 医药流通体制的大发展趋势
- 大流通与大连锁的几种业态分析
- 医药营销模式及未来发展趋势
- 新医药形势下对医药商务经理提出的新要求

**模块二：新医药形势下经销商分销渠道之管理****第二单元：新政下医药经销商渠道管理创新思路“行业背景”**

- 医药商业公司面临的困难和问题及未来趋势建议
- 2008,2009年医药商业市场环境分析及展望
- 国内大型医药物流中心兴起
- 区域寡头大流通垄断形成
- 外资在中国医药商业领域的表现
- 当前医药零售业的业态分析
- 中国当前 OTC 业态情况

**第三单元：新政下医药经销商渠道管理“宏观”层面操作建议**

- “新农合”及两网建设对“第三终端”开发的市场机遇及操作建议
- “挂网招标”新趋势及对药企提出的新要求
- 小组讨论

**第四单元：新政下医药经销商渠道管理“微观”层面操作建议****医药经销商的商业运作模式与次级分销商管理**

- 次级分销渠道的设计、选择、整合重组
- 确定次级分销商业渠道前的准备工作
- 选择次级分销商业渠道应注意
- 分销渠道的精细化管理
- 通路成员的任务
- 如何抵御渠道中的挑战者
- 医院渠道工作是分销的重中之重
- 双赢方针是我们合作的基础
- 促销谋略的设计与制定
- 形式多样的分销渠道的商业促销活动
- 如何制定定价策略
- 以渠道为中心的竞争优势
- 渠道冲突与管理：培养与“消藩”的辩证关系

- 如何激励你的次级渠道成员
- 激励政策：回款奖励政策/批量奖励政策/年终奖励政策/专项奖励政策
- 问题的处理：价格混乱问题/促销方式问题/跨区串货问题/人员配备问题/质量问题
- 如何建立一个强大的渠道支持基础结构
- 产品销售政策：回款、扣率
- 如何做好市场推广支持
- 品牌营销与通路营销
- 提升通路的效率，降低通路的成本
- 销售及技术支持：广告津贴；促销；演示；品牌共享；产品知识；院店销售支持
- 小组讨论

**模块三：新形势下经销商终端上下游客户的管理与关系维护****第五单元：新政下医药终端销售管理与客户关系维护****终端基本概念：**

- 医药产品的终端在哪里
- 终端的市场开发总体思路

**终端销售管理系统：**

- 建立通路终端客户档案资料信息系统
- 下游客户商务数据的收集、分析、应用
- 如何衡量你的团队工作效果的指标
- 你的工作时间管理如何做？
- 团队任务如何分解？
- 销售预测如何做？
- 销售报告管理系统
- 小组讨论

**终端销售信用管理：**

- 销售渠道的资信与管理
- 次级经销商及终端客户的信用调查与结果利用
- 资信授权额度的应有审批程序
- 如何管理好应收货款
- 良好信用管理有效之处
- 不良资信管理的影响
- 资信控制的方法
- 超资信危险信号
- 有问题的应收帐款处理
- 回款技巧培训

**终端销售发货、库存管理****新医药形势下的“第三终端”市场开发：**

- 如何做好第三终端市场的开发
- 产品线的规划---决定你的盈利
- 组织架构：成立相应的终端部门
- “第三终端”的管理维护
- 经营信息的“第三终端”传播模式

**“新农合”医药市场开拓的基本费用支出如何规划？****“新农合”医药市场未来的八大发展趋势及药企如何做好应对？**

- 城市社区医药市场的现状分析
- 新政对城市社区医药市场的影响
- 城市社区医药市场产品线的规划/商业通路选择技巧
- 城市社区医药市场的开发策略/开发方法/开发原则
- 城市社区医药市场促销推广的方法有哪些？

**终端市场的客户关系管理：**

- 加强与下游客户合作的战略意义与客户关系管理
- 如何在新形势下做好下游客户的维护工作（高层公关技巧分析）
- 案例——差异化服务
- 在新形势下药企如何加强与经销商、终端下游客户的联系和沟通
- 厂家如何处理与经销商的关系
- 医药企业如何配合经销商应对今后的“挂网”及社区招标
- 如何与下游客户建立深层次的友谊与信任
- 医药流通中品牌与口碑的重要作用，品牌建设如何操作？
- 小组讨论

**模块四：商务经理基础商务谈判技能提升****第六单元：医药商务谈判技巧及约束性条款的制定****谈判过程认知：****1、商务谈判的准备****2、如何制定与对手的谈判策略****3、谈判过程及细节处理****4、如何达成协议**

- 报价的原则
- 怎样作出让步
- 如何有效化解对手的杀价
- “买手”的常用技巧分析
- 其他可以谈判的筹码有哪些？
- 与对手洽谈某个合作时需要注意的禁忌

**约束性条款如何制定****第七单元：现场提问实际工作中遇到的难题****培训结束****培训师介绍：**

**岳峰**，北京大学 EMBA，从 1990 年作为第一批学术推广营销人员开始了外企专业医药代表职业生涯，曾在日、德、港等多家著名跨国制药公司就任医药代表、地区经理、大区经理、培训经理、营销总经理等职务；现仍从事多个医药产品 OEM 的全国总代理的经营管理业务；有 12 年医药营销管理和 6 年的专业营销培训经验，成功策划、运作过多个处方药品和非处方药品；精于营销策划、团队建设、团队管理等，已为医药行业培训演讲 200 余场。也是“清华大学—珠江商学院医药 EMBA”“中国医药职业经理人培训班”等多家专业培训公司、培训咨询网站特约培训师和企业的咨询顾问；《医药经济报》《中国医药报》《海虹电子商务》《当代医药市场》《医药财富》《21 世纪药店报》等多家医药报刊、网站特约撰稿人。在国内外接受过 DDI、FORUM、Achieve Global 等国际著名培训公司系统专业导师训练和 TTT 系统课程训练；拥有剑桥国际培训师专业资格认证证书。现专注于医药营销领域的微观技巧及宏观管理的研究验证工作，发表视频作品 10 余部；医药专业报刊、网站发表文章数十篇。

**岳峰近期及以往受邀培训过的企业有：**

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海南斯达制药有限公司  
贵州信邦制药股份有限公司  
浙江苏泊尔药品销售有限公司  
LG 生命科学（中国）有限公司  
新加坡百汇鹰阁医药科技有限公司  
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华瑞制药有限公司  
生冕荣养药品株式会社  
欧姆龙（中国）健康器材有限公司  
强生（中国）医疗器械有限公司  
上海麦格医疗用品有限公司  
北京蒙太因医疗器械有限公司  
北京巴瑞医疗器械有限公司  
英科新创（厦门）科技有限公司  
北京海淀妇幼医院  
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# Special Meeting-Upgrade the Practical Skills of Business Channels of Pharmaceutical Enterprises under The New Medicine Situation

SH 09016-Sales Contract-Please Complete in Capital Letters and Black Ink

## Sales Contract

Please complete this form immediately and fax back to

Whitney Shen

Fax No: +86 28 6552 1233

## Fee Per Delegate

Two Day Training Fee RMB 6995 per person

Premier Plus - **Bring 3 or more delegates to this event and benefit from a 15% SAVINGS off the regular price**

All the registered delegates are entitled for a set of documentation free of charge

DOCUMENTATION RMB 2500

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Company Size:  1-99  100-249  250-499

500-999  1000+

## Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**This booking is invalid without a signature.**



## Register Now

Contact: Sales Department

Tel:+86 28 6552 1255

Fax:+86 28 6552 1233

Email: whitney.shen@martinlinking.net

## Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 6552 1255.

## Payment Method

**Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.**

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开户行: 中国工商银行成都市暑袜南街支行

账号: **4402928009022523952**

**CONFIRMATION DETAILS:** After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking.

## Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Provided the total fee has been paid, client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future **Martin Linking** Events. Under such circumstances, **Martin Linking** will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **Martin Linking**.
4. If, for any unexpected circumstances or reasons that **Martin Linking** decides to postpone this event, the client hereby indemnifies and holds **Martin Linking** harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future **Martin Linking**' s events. **Martin Linking** reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY **Martin Linking** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that **Martin Linking** permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.