



Feb 21, 2018

College of Pharmacy at AAU discusses "The Most Important Skills of Medical Sales Representatives"

The College of Pharmacy at Al Ain University of Science and Technology, Al Ain Campus, organized a lecture entitled "The Medical Representative Role in the Healthcare Sector and the main criteria required to qualify for this position", presented by Mr. Ahmad Hamdi, Senior Key Account Manager, and Mrs. Salwa Labban, Senior HR Business Partner from Astra Zeneca International. In the presence of academic staff and students of the college.

The presenters discussed the most important skills that a medical sales representative should have as they are a key link between medical and pharmaceutical companies and healthcare professionals. Where, this job needs special qualifications such as excellent communication skills, persuasive and marketing skills, confidence, persistence, patience, and self-motivation.

The aim of the lecture is to promote the student's culture, support them to develop their skills and qualifying them for their future career.

[Press Release Link](#)