



EG INTERNATIONAL ACADEMY

(by EMERALDGEARS INITIATIVE FOUNDATION GLOBAL under EGIF - capacity-strengthening initiatives)

Certificate in Veterinary Business and Management

Course Duration: 30 hours of training (45 days) + 1.5-month internship

Course Mode: Online / Classroom / Hybrid

Course Objectives

The aim of this vocational course is to provide participants with practical knowledge and hands-on experience, equipping them with the necessary skills to excel as Veterinary Sales Officers. Upon completion, they will be proficient in sales techniques, marketing strategies, product knowledge, and customer relationship management specific to the veterinary industry.

Course Modules

Module 1: Introduction to the Veterinary Sales Industry

Duration: 4 hours

- Overview of the veterinary sector: Scope, market trends, and challenges.
- Types of veterinary products: Medicines, vaccines, feed, and diagnostic tools.
- Regulatory guidelines and ethical considerations in veterinary sales.

Learning Outcomes:

- Understand the veterinary industry landscape.
- Learn about industry regulations and ethical standards.

Module 2: Effective Sales Techniques

Duration: 5 hours

- Introduction to sales principles and customer lifecycle.
- Prospecting techniques and lead generation.
- Qualifying leads, building rapport, and overcoming objections.
- Closing techniques and managing customer expectations.

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O-464, Gaur City Center, Gaur Chowk, West, Sector 4, Greater Noida, Uttar Pradesh-201318, INDIA

Ph: 0120-5106662

Website: www.egacademy.org.in

Email: support@egacademy.org.in



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Learning Outcomes:

- Master the fundamentals of sales and effective lead generation.
- Build trust with customers and close deals efficiently.

Module 3: Product Knowledge for Veterinary Sales

Duration: 4 hours

- In-depth understanding of veterinary products and services.
- Key differences between various veterinary medicines and supplements.
- Understanding the benefits and uses of diagnostic tools.
- Product demonstration techniques for veterinarians and farm clients.

Learning Outcomes:

- Acquire expertise in the technical aspects of veterinary products.
- Demonstrate products effectively to clients.

Module 4: Marketing Strategies for Veterinary Sales

Duration: 5 hours

- Basic principles of marketing in the veterinary industry.
- Customer segmentation and targeting strategies.
- Designing and executing veterinary marketing campaigns.
- Using digital marketing and social media in veterinary sales.

Learning Outcomes:

- Develop and implement marketing strategies.
 - Use digital marketing tools effectively to reach target clients.
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Module 5: Territory Management and Field Sales Operations

Duration: 4 hours

- Planning and managing sales territories for optimal coverage.
- Time management and prioritization for field-based sales officers.
- Setting sales targets and tracking progress.
- Effective reporting and documentation in the field.

Learning Outcomes:

- Manage territories and field operations efficiently.
- Track and report sales performance effectively.

Module 6: Communication and Presentation Skills

Duration: 4 hours

- Building strong client relationships.
- Effective communication strategies with veterinarians, farmers, and distributors.
- Crafting and delivering impactful sales presentations.
- Handling objections and negotiating terms with clients.

Learning Outcomes:

- Enhance communication skills for better client engagement.
- Deliver professional and persuasive presentations.

Module 7: Customer Relationship Management (CRM) and Sales Tools

Duration: 2 hours

- Introduction to CRM software and its importance in managing relationships.
- Tracking customer interactions and sales pipelines.
- Using CRM tools to maintain detailed customer records and improve follow-up.

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Learning Outcomes:

- Use CRM to streamline sales and customer service.

Module 8: Professional Development and Career Progression

Duration: 2 hours

- Setting career goals and professional growth strategies.
- Key performance indicators (KPIs) for sales success.
- Ethical practices in veterinary sales and corporate responsibility.
- Preparing for career advancement and professional certification.

Learning Outcomes:

- Develop career goals and strategies for professional growth.
- Understand the importance of ethics in veterinary sales.

1.5-Month Internship Program

Objective: To provide practical experience and real-world application of the knowledge gained during the training.

Internship Structure

1. Week 1: Orientation and Onboarding

- Introduction to the company and its sales practices.
- Familiarization with CRM software, tools, and reporting systems.

2. Weeks 2-5: Field Exposure and Sales Support

- Shadowing senior sales officers in client meetings and product demonstrations.
- Assist with lead generation, prospecting, and territory management.
- Learn to handle customer queries, objections, and close sales.

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3. Week 6: Independent Sales Management

- Manage a small sales territory independently.
- Focus on generating leads, following up, and closing deals.
- Organize client events and product promotions.

Internship Evaluation

- **Performance Metrics:** Sales targets, client engagement, and reporting accuracy.
- **Final Report:** Submit a comprehensive report documenting the internship experience and learning outcomes.
- **Feedback:** Evaluated based on practical performance and professional development.

Certification Requirements

Upon completion of the course and internship, participants must:

1. Complete **30 hours of training** over **45 days**.
2. Successfully finish the **1.5-month internship** with positive feedback.
3. Pass the **final assessment**, which includes:
 - **Written Exam** (50%).
 - **Role-Play Exercises** (30%).
 - **Internship Evaluation** (20%).

Career Opportunities

Graduates of this course can pursue a variety of roles in the veterinary sales and marketing field, including:

- Veterinary Sales Officer
- Veterinary Product Manager

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- Sales and Marketing Specialist for Veterinary Pharmaceuticals
- Client Relationship Manager in Veterinary Companies
- Territory Sales Manager

This **Certificate in Veterinary Business and Management** provides comprehensive training and hands-on experience, preparing participants for successful careers in the veterinary sales sector.

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