## Courses Description

<table>
<thead>
<tr>
<th>Courses</th>
<th>Description</th>
<th>Target Audience</th>
<th>Duration</th>
<th>Date:</th>
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</table>
| Optimizing Sales Effectiveness   | This course covers the following modules:  
- Time and Territory Management  
- Problem Solving and Decision Making  
- Adoption Ladder  
- Key Account Management          | Medical Representatives      | 4 days    | February 12 & 20 and March 5 & 12    |
| Team Leading Foundations         | This course covers the following modules:  
- Management Skills for Supervisors  
- Conflict Management  
- Team Building and Group Dynamics  
- Leadership                         | Supervisors                 | 4 days    | February 27 and March 12, 18 & 24   |
| Mastering Leadership             | This course covers the following modules:  
- Leadership for Executives  
- Negotiation and Conflict Management  
- The Art of Coaching  
- Advanced Performance under Pressure | Managers and Executives     | 4 days    | March 19 and April 9, 15 & 22       |

## Workshops Description

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<th>Duration</th>
<th>Date &amp; Time</th>
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<tbody>
<tr>
<td>Effective Selling Skills</td>
<td>This comprehensive workshop introduces traditional and modern selling techniques and prepares the participants to perform result oriented calls with all types of customers in different settings and environment.</td>
<td>Medical Representatives</td>
<td>14 hours</td>
<td>February 1 &amp; 3 from 5:30 PM to 9:00 PM and February 5 from 9:00 AM to 5:30 PM</td>
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<tr>
<td>Forecasting Sales and Budgeting</td>
<td>Forecasting and budgeting are essential disciplines for a business to grow and survive in today’s dynamic environment. This workshop will provide participants with the necessary techniques and confidence to effectively manage and control their budget They will learn how to reduce risk in decision making and recommendations through the use of both qualitative and quantitative analysis.</td>
<td>Managers and Executives</td>
<td>1 day</td>
<td>April 16 from 9:00 AM to 5:30 PM</td>
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<tr>
<td>Supply Chain Management - Materials Planning and Control Management</td>
<td>This workshop has been prepared to provide an overview on the activities covered by Supply Chain. Attendees will be able to determine when exactly to reorder and which quantity, keeping a minimal total inventory holding costs and ordering costs without having neither an overstock nor a shortage; noting that there are many methods to follow depending on company's strategy and market need.</td>
<td>-</td>
<td>1 day</td>
<td>March 5 from 9:00 AM to 5:30 PM</td>
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