

**GUEST LECTURE ON “GROWTH & CAREER OF PHARMACIST  
IN SALES AND MANAGERMENTS”**  
**UNITED INSTITUTE OF PHARMACY, NAINI, PRAYAGRAJ**

**DATE: 18/04/2023**

**United Institute of Pharmacy Naini, Prayagraj** organized guest lecture on **“GROWTH & CAREER OF PHARMACIST IN SALES AND MANAGERMENTS”**The guest speaker on this occasion was **Mr. Sameer Bhattacharya**. The objective of the lecture was to discuss the growth and career of pharmacist in sales and marketing.

He discussed about many job opportunities available in pharmaceutical industry for a Pharmacy professional like Research and development (R&D), Manufacturing of drugs, Quality Control, Quality Assurance, Pharmaceutical Marketing, Hospital Pharmacy, Clinical Pharmacy, Community Pharmacy and teaching. He discussed that pharmaceutical business cannot be successful without marketing and sales of medicines. He emphasized on Pharmaceutical Sales and Marketing and how anyone can progress their career in Pharmaceutical Sales.

Mr. Sameer Bhattacharya told that how to handle open probe and close probe in marketing, and how to interact with your customers. He told DO's and DON'T's things in marketing and sales. He also explains job responsibility, marketing strategy and tips for becoming a successful sales executive. He also interacted with students and responded the queries of the students with regards to the job opportunities in India and abroad.

