



Leading Training Sessions in a Pharmacy Environment

Objectives

- Objectives of the pharmacy staff
- Different types of training
- Communication context and its consequences
- Specific behaviors used to enhance relationship building
- Different techniques used to accomplish the objectives
- Introduction: study of different steps (greeting, customer satisfaction, changes since the last visit- What? Today? Why?)
- Delivering the message: stylistic techniques for greater impact and retention of messages
- Useful questions throughout the training for managing the participants
- Question and Answer period- how to manage it
- Conclusion: synthesis, next steps, closing, thanks
- What does nonverbal communication during the training add?
- Training follow through: goals- When? What? How?
- Reviewing the learning attained and personal action plan
- Conclusions



Training Methodology

- Instruction over the course of one day with a group of 10 participants:
 - Technical Support
 - Training Video
 - Simulation exercise with materials specific to the laboratory