



Fidson Healthcare Plc

CORPORATE SERVICES DEPARTMENT

TRAINING STORY FOR ETHICAL

BACK TO SCHOOL

In a move aimed at ensuring the continued success of the company through a well motivated and trained workforce, Fidson Healthcare Plc organizes intensive training for its employees and the management team

They came from different parts of the country and in the end, they will be sent to different parts of the country. But for three weeks, they were housed in the same hotel and daily come together to receive from the fountain of knowledge especially in the field of sales and marketing. This is the story of the 13 Sales and Medical Representatives that recently joined the employ of Fidson Healthcare Plc.

Having been employed at different times in the last five months, the sales and medical representatives were brought together for a three week intensive training programme in the Obanikoro, Lagos corporate head office of Fidson Healthcare. The rationale for the intensive training exercise was to adequately prepare the sales and medical representatives for what to expect on the field as they go about marketing the company's products. The training would also serve as a means of not only introducing and integrating the new sales team members to the modus operandi of Fidson Healthcare Plc; it will also equip them with the necessary skills for effective sales and marketing.



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The intensive training session saw the newly employed sales and medical representatives acquiring trainings on not only how to make effective sales but also on the different products of the company as well as how to use company properties that will be placed in their care in the course of their duty. In the course of the three weeks, they were trained by staff members of Fidson as well as external consultants. To round up the trainings, the new employees were later addressed by Mr. Olugbenga Olayeye, Sales and Marketing Director and Dr. Fidelis Ayebae, the Managing Director. The trainees were equally treated to a moderate induction get-together at the close of their three weeks training session.

But the new employees were not the only ones exposed to training. The management team of Fidson also took out time to engage in training and re-training exercises. For instance, the company organized its first ever management training and case study presentation sessions months back and it's still ongoing. The management training was conceived to be an in house training exercise that sees management staff members undertaking to study successful global corporations with a view to understanding their weaknesses and strengths.