



# SELLING With IMPACT

## **Program Objectives**

This three-days' workshop will help participants to:

- Know the basics/fundamentals of the job of the medical representative.
- Acquire the skills needed to effectively deal with the different customers (physicians – pharmacists ...etc.) in order to achieve the sales objectives.

Through:

- Developing the skills necessary to effectively communicate with physicians, pharmacists...etc.
- Identifying the steps of the selling process highlighting the importance of every step.
- Knowing how to identify, qualify and classify new prospects.
- Planning for the call by gathering information, getting feedback and setting objectives.
- Knowing the different questioning techniques.
- Making a positive first impressions and using the right approaches for selling the product benefits according the specific needs of every physician.
- Properly handling and taking advantage of the opportunity of physicians' objections.
- Identifying the correct time for closing and the effective techniques of closing.
- Performing post-call analysis.
- Identifying customers' communication styles and adapting the sales story according to the customers' styles.

## **Introduction and Course Overview**

The first part of the day we will work on getting to know participants and discussing what will take place during the workshop. Participants will also have an opportunity to identify their personal learning objectives.

## **Principles of Communication**

To begin the program, we will set the cornerstone for personal selling by exploring the elements of the communication process, the different modes of communication and the ways of active listening.

## **The Selling Process**

During this session, we will introduce the participants to the different steps of the selling process to medical community and the importance of every step.

## **Prospecting**

Identifying the sources of prospecting and developing a list of qualified prospects is the key element for being in business. Knowing the sources of prospects and how to qualify and classify them.

## **Pre-call Planning**

This session will look at the information that must be collected about the physician, the questions that should be answered before facing him and setting objectives for every call.

## **The Approach**

Here, we will highlight how to make a positive first impression through appearance and behaviors. Also, highlighting the uses and types of the approach that can be used according to every physician.

## **Probing**



Focusing on guidelines for asking questions. Knowing the types and uses of the different questioning techniques.

### **Selling the Product**

Differentiating between features, advantages and benefits.

### **Handling Objections**

Identifying the main reasons behind physicians' objections and their most common types. Stressing on how to perceive the physicians' objections and the proper steps and ways of handling objections and turning.

### **The Art of Closing**

During this session, we will discuss when is the best time to close the sales call and what are the closing essentials. Also, we will elaborate on the effective techniques of closing and what are the sales mistakes that must be avoided.

### **Post- Call Analysis**

In this part, we will consider what should the medical representative do after finishing his call with the physician. This will include the post-call analysis; what went right? what went wrong? what are the expected results and determining the next visit's objectives.

### **Social (Behavioral) Communication Styles**

Here, participants will better know their physicians through observing their behaviors, learning about their tension levels and know how they respond to their messages and what to do to make them more comfortable. Also, participants will know themselves through knowing the impressions they make on others and the adjectives used to describe their styles. Then, participants will know how to accommodate to physicians' preferences to achieve better results.

### **Exercises**

### **Role Plays (1 extra day)**