

NEW APPROACH TO PHARMACEUTICAL SELLING

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Global broad-based healthcare company, US Pharmaceutical Regional Sales Team...

Facing critical selling challenges...

No new information to offer to physician customers

Unable to gain commitment from customers

Commitments do not translate into actions

Dialogues are “necessary evil” rather than “valuable”

Initial goals to create “valuable” dialogue that resulted in action...

Improve interaction with customers to relevant, value-add dialogues

Increase commitments resulting in action

Improve influence and selling skills of seasoned professionals

Improve coaching skills of manager

Baseline current performance

Collect data on current sales against targets
Assess influence skill against role expectation

Develop and apply collaborative leadership skills

Conduct Customer Viewpoint Selling training

Coach participants to remove roadblocks to skill use

Coach manager to reinforce collaborative leadership skills

Reassess performance

Collect data on current sales against targets
Assess influence skill against role expectation

RESULTS

Immediate shift in quality of dialogue, as reported by physicians and Sales reps.

Decreased “low value”, “time consuming” dialogues

Improve Sales rep’s ability to hold physician’s attention

Increased dialogues resulting in commitment to action.

Physicians saying “yes” and doing what they committed to do

Improved influence skills of seasoned professionals.

New tools re-engaged individuals

New skills created opportunities for different dialogues in “long-standing” relationships

Improved coaching skills of manager.

Provided direct, specific feedback

Actively removed barriers to skill use