NEW APPROACH TO PHARMACEUTICAL SELLING
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
**Actions**

**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