

Program Features

Strategies & Tactics

Over twenty-five strategies and tactics that sales representatives need to know to succeed at gaining access are presented in straightforward, practical terms.

Bonus Tips

Each of the strategies and tactics include Bonus Tips that provide sales representatives with key take-away points.

Potential Landmines

Suggestions and information are provided to help sales representatives avoid "landmines" that could potentially jeopardize their selling efforts.

Success Stories

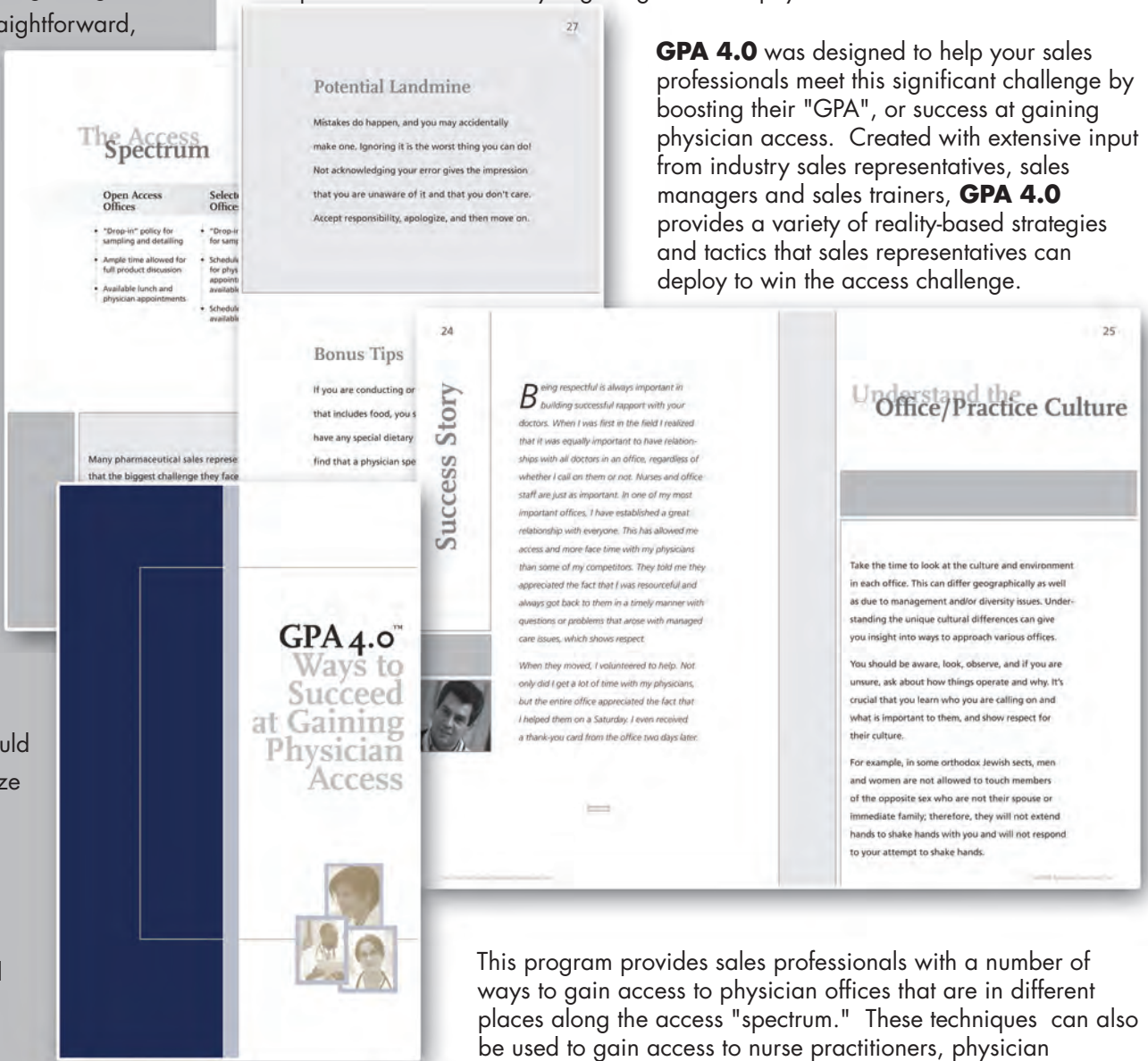
Recent experiences from pharmaceutical and biotech sales representatives lend significant credibility through real-world success stories.

GPA 4.0™

Ways to Succeed at Gaining Physician Access

Almost 40% of doctors' offices in primary care practices now limit the number of sales representatives they will admit each day. An increasing number of physicians are even adopting "No See" policies regarding industry sales representatives. Without question, the biggest challenge that pharmaceutical and biotech sales representatives face today is getting access to physicians.

GPA 4.0 was designed to help your sales professionals meet this significant challenge by boosting their "GPA", or success at gaining physician access. Created with extensive input from industry sales representatives, sales managers and sales trainers, **GPA 4.0** provides a variety of reality-based strategies and tactics that sales representatives can deploy to win the access challenge.



This program provides sales professionals with a number of ways to gain access to physician offices that are in different places along the access "spectrum." These techniques can also be used to gain access to nurse practitioners, physician assistants and key nurses in an office.

GPA 4.0 is designed to be a key component of your new hire training curriculum. It enables your new hires to hit the ground running, increasing their overall productivity and efficiency. Experienced sales representatives also can benefit significantly from this program.

GPA 4.0 can be integrated immediately into your sales training efforts, or can be tailored to meet your unique company or product training needs.

Orders:

Please contact the
Illuminate order line
617.447.2180

98 North Washington St., Suite 301
Boston, MA 02114