

Why Courageous Selling?

In spite of the comprehensive training most pharmaceutical sales representatives receive, many pharmaceutical sales calls fall flat, with the representative apologizing for doing his or her job, asking repetitive or low-value questions that fail to move the selling process forward, or failing to realize the primary call goal. Why?

Clearly, selling pharmaceuticals isn't easy... it takes courage to confront roadblocks, misperceptions, and the fear of failure on a daily basis and still remain focused on success. *Courageous Selling* takes sales representatives step-by-step, focusing on specific behaviors and goals to create a pattern of success that encourages confidence while instilling the courage to broach *real* issues and forge *real* business relationships.

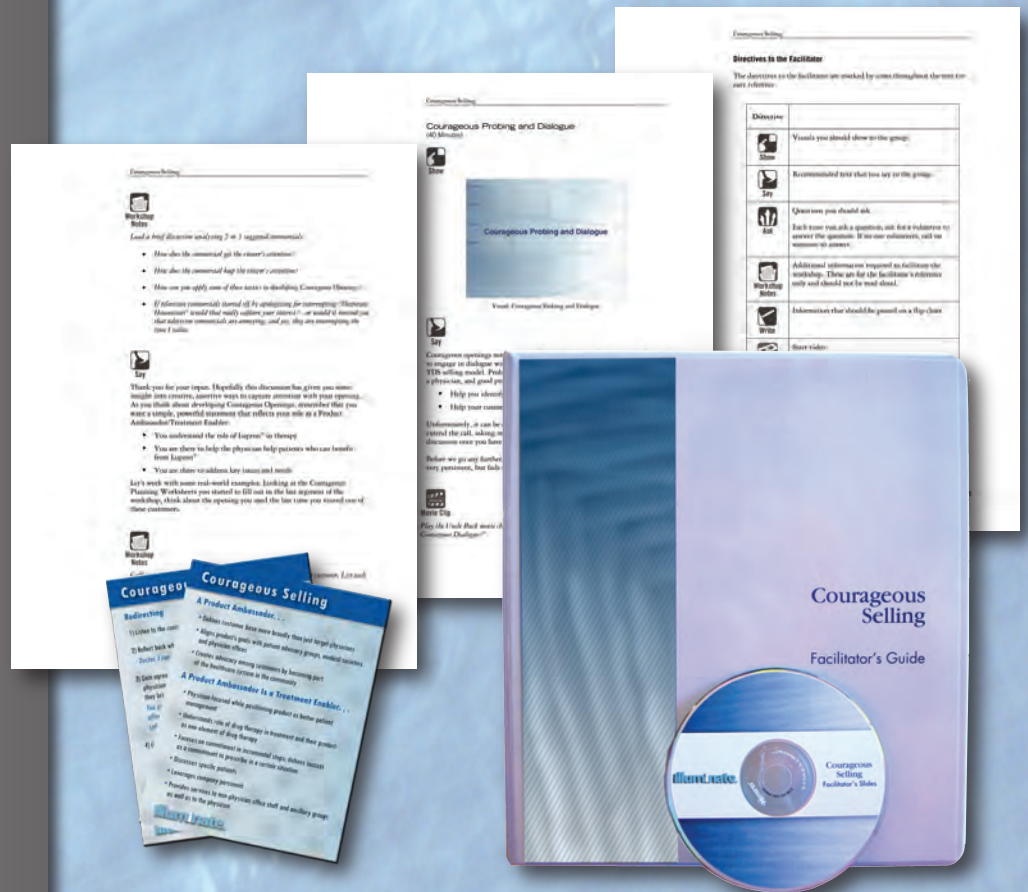
How Does Courageous Selling Fit into Your Curriculum?

Courageous Selling is designed to complement, not replace, your initial sales training curriculum. The workshop is built on real selling scenarios *customized* to your markets and sales organization.

Courageous Selling™

Overview

In today's pharmaceutical sales market, it is imperative that sales representatives distinguish themselves and their products from the competition, initiate productive customer dialogue on every call, and gain commitment that will build business and trust. Doing this consistently is what separates the exceptional sales representative (the Treatment Enabler/Product Ambassador) from the average sales representative (Prescribing Enabler/Territory Owner). *Courageous Selling* is an experiential workshop that builds on core selling skills to help every representative achieve exceptional sales success. *Courageous Selling* provides a model for maximized performance, based on research identifying the attributes of exceptional sales representatives. In this experiential workshop, representatives will learn how to integrate these attributes into their existing sales model and execute each step of the process with a new level of confidence.



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Workshop Design

Courageous Selling features interactive discussions, activities, and role-plays interspersed with video clips that engage sales representatives with explicit examples and levity, where appropriate. This 1-day workshop is built with the flexibility to meet your unique needs:

- Delivered as a field-training program facilitated by sales managers or as a home office program facilitated by sales training staff
- Presented in a single day or in 2 half-day sessions
- Tailored exercises, role-plays, and interactive discussions to address specific local issues and promote transfer of knowledge to the field

Courageous Selling Model

The *Courageous Selling* workshop begins with the question: *Are you where you want to be with every customer on your call list?* Using this compelling question as a springboard, sales representatives are introduced to industry research summarizing characteristics of the Exceptional Sales Representative (ESR), who acts as a Treatment Enabler/Product Ambassador, compared with those of the Average Sales Representative (ASR), who acts as a Prescribing Enabler/Territory Owner.

Courageous Selling Behavior

To support sales representatives in becoming *Treatment Enablers* and *Product Ambassadors*, this segment explores assertiveness (defined as confidence + fluency), and demonstrates why courage is critical to every call. Sales representatives are asked to consider the following key questions that highlight the importance of selling courageously:

- What impression does it give to a customer when a representative opens a call by apologizing for taking his/her time?
- How does the “fear of failure” affect the course and outcome of a call?
- What would representatives really like to ask customers, and what is the worst possible thing that could happen if they did?

Following the discussion, sales representatives will be presented with a series of short, customized vignettes and asked to identify opportunities for, or examples of, *Courageous Selling* in each.

Courageous Selling Planning

Industry research and experience confirm that planning is a key success factor in pharmaceutical sales. A significant amount of time is devoted to discussing planning concepts and working with each participant to complete an individualized planning form that will serve as his or her personal implementation guide for implementing *Courageous Selling* to address specific challenges with real customers and build their *Courageous Selling* skills and behaviors.

Courageous Selling: Enhancing Your Selling Process

Courageous Selling is a *customized* program that complements your existing selling processes and skill sets. Representatives will apply the transformative concepts of *Courageous Selling* to key call stages: opening, dialogue, handling objections, and gaining commitment.