

CONGRUENT™ SELLING PHARMA

INCREASING VALUE, IMPACT AND POSITIVE INFLUENCE

“ I found this program more applicable to my particular position versus other seminars I have taken. This proved to be a real eye opener. ”
Sales consultant at Solvay Pharma

<p>OVERVIEW</p>	<p>The Pharmaceutical environment has been going through major changes in the last decade with budget pressures, portfolio dynamics, healthcare realities, market access and customer perceptions evolving without pause. As a result, communication adaptability and the necessity to become an added-value partner are without question. In an era where customers can find troves of information within minutes, data dumping and glitzy presentations have lost their appeal. In a recent survey conducted by Aseret, it was determined that communication effectiveness is significantly dependant on the following: Asking relevant questions, Identification of needs, Commitment and Follow-up. This tells us that while the environment is changing and requires adapted approaches, basic needs endure and have to remain the foundation for effectiveness in Pharma sales efforts . This program has been designed to address the rather constant nature of people within the reality of a constantly evolving environment.</p>
<p>KEY BENEFITS</p>	<ul style="list-style-type: none"> • Understand what makes sales people more efficient • Understand why we tend to limit our discussions (EI, listening) • Adapt interactions in accordance to customers’ environmental realities • Develop and use questions that generate a dialogue leading to improved outcomes • Enhance the ability to perceive and verbalize needs • Develop efficient solutions in collaboration with customers • Put to practice a simple communication plan that enhances collaboration • Significantly increase job satisfaction and impact
<p>WHO SHOULD PARTICIPATE</p>	<p>Sales people that understand the necessity to fully understand customers, their needs (conscious or unconscious) and the importance of a professional relationship that goes much beyond the simple act of promoting a product or building a relationship.</p>
<p>PROGRAM DETAILS</p>	<p>The learning environment is highly interactive. Participants will have the opportunity to discuss customer situations and apply methodologies to elaborate adapted approaches to generate more collaborative and thought provoking exchanges and elaborate valuable solutions. The program involves pre-seminar work to cover many of the key methodological concepts and allow as much time as possible during the seminar for application. Participants will also benefit from a series of 6 follow-up sessions of 1 hour conducted remotely and structured in a manner that each participant will share their application of methods and concepts in their daily activities with customers. Participants can also opt to receive one-on-one coaching.</p>
<p>DURATION</p>	<p>2-day seminar with 6 follow-up sessions over a 2 month period.</p>

TOPICS AND CONCEPTS

Preparation

- Review of key methodologies
- Anticipate seminar discussions

Seminar day-1

Introduction

- Define advanced solution-based communication
- Review productivity and attributes of highly successful sales people
- Identify reasons for lack of in-depth discussions

Role perception

- Define and express a intent that is Pharma congruent
- Practice purposeful listening skills
- Establish the value you bring as a professional

Customer Value

- Understand customer differences in the way they communicate and expect results
- Define how to adapt and why
- Elaborate strategies to address solutions

Accountabilities

- Understand what activities will make a difference

Follow-up program

- Pre-defined structure of discussion topics
- Application of methodologies in current situation
- Efforts to reach Optimal situation
- Address reasons for success or challenges
- Share and discuss value and best practices
- Change habits

One-on-one coaching

- Continue competency development
- Share situations in a safe environment
- Orient efforts on solutions

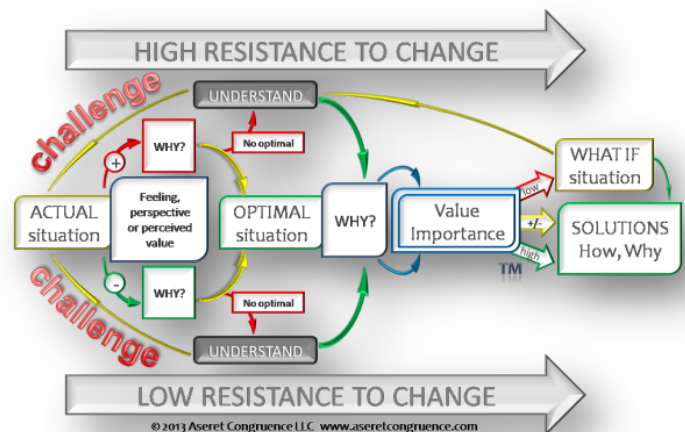
Seminar day-2

Skill development

- Putting U&I,DO™ to work
- Better understand the communication process and how it generates influence
- Elaborate advanced level questions that will help engage customers in a deeper dialogue to define solutions for improved outcomes
- Address and find new approaches to manage challenging customer situations
- Build a communication plan for key customers

Growth action plan

- Establish a follow-up process
- Commit to a behavior change



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Making a difference today, developing for tomorrow

