

# Connect™



## **Best-in-Class selling skills for initial sales training**

The first eight weeks of a pharmaceutical sales representative's career are among the most demanding. The reps are immersed in anatomy, physiology, the disease state, therapeutic options and their mechanisms of action, competitive products and, of course, your products: how they work, what makes them different and better. It can be overwhelming. Once they get their heads around the science, a new and even more important challenge begins: Learning to sell. Too many salespeople come out of initial training loaded with science but lacking in their ability to translate their clinical knowledge into a sales process that changes physician prescribing behavior.

Now you can give your salespeople a proven sales process based on the latest research into the behavioral differences between average and Best-in-Class performers in the pharmaceutical and biotech industries.

## **Connect will start your salespeople on the path to superior performance by showing them how to:**

- Quickly develop personal rapport and clinical credibility with hard-to-see, top decile physicians.
- Take more effective call notes that create continuity, advance the sale and grow both the business and the relationship.
- Listen and probe more effectively to identify barriers to change that are keeping the physician from writing more of your product.
- Create and/or identify compelling needs that your product can address.
- Gain physician commitment to action by closing more effectively and directly asking for the business.
- Bring more value to the physician, his/her patients and the practice.

## **A one or two-day workshop tailored to your clinical, market and competitive setting**

**Connect** is delivered as a one or two-day workshop led by your certified managers or trainers, or our experienced trainers. We tailor the content and application of **Connect** directly to your products, your competitors and your reimbursement dynamic so that the content is fresh, relevant and exciting.

## **Salespeople leave with a plan for their top ten physicians**

Your salespeople leave the workshop with more than a Best-in-Class skill set. They also leave with a more empowering way to engage the physician, develop relationships and advance the sale. They leave with a plan for their top ten physicians that will drive immediate results and create real sales momentum. They also leave with one of the most important ingredients to success in this industry — confidence. Every district manager knows that confidence is very important in pharmaceutical sales. And that physicians can be notoriously short with inexperienced or self-involved reps. The most important outcome of **Connect** is confidence. The confidence to engage the physician and deliver the core message. The confidence to ask the right questions, bridge to the next product and close. The confidence to go beyond a transactional relationship and become a value-added partner to the physician, his/her patients and the practice.

## **Adult learning, easy to deliver**

**Connect** is fun to deliver, fast paced and very interactive. **Connect** is focused on immediate application and is customized to your clinical, marketing and competitive environment. The workshop is based on the principle that selling is about connecting:

- Connecting with the customer.
- Connecting one call to the next in a larger call continuum that adds up to the overall brand strategy.
- Establishing needs and then connecting the use of your product to fulfilling those needs.
- Establishing a commitment to action and following through.

## **A framework and common vocabulary that product managers can leverage to achieve their brand goals**

**Connect** is so fundamental that it can be used both as the foundation for initial sales training and as an integrating framework for experienced sales representatives. **Connect** uniquely provides a unified language and approach that can integrate the sales process, brand strategy and developmental coaching into a single engine to drive market share, competitive differentiation and sales representative quality.

## **Getting your managers up to speed, pull-through and sustainability**

Managers immediately relate to **Connect** and find it easy to coach and apply because it is based on the behavioral differences between average representatives and Best-in-Class performers. These are behaviors they see every day during their field rides and coaching sessions.

**Connect** comes with a variety of tools to support further development, refinement and application including:

- Meeting in a box – one-hour pull-through vehicles that district managers deliver at district meetings or during POAs.
- Assessment tools – that managers and representatives can use to identify current skill gaps and take action to address.
- CD-ROM or web-based content modules – that representatives can independently use to fine tune key skills like closing, probing, gaining access and taking call notes.

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## Time & Event Outline: 1-Day Workshop

Objectives	Run Time	Section/Content
<p>1. Use the Connect Selling Model and process to achieve your sales goals.</p> <p>2. Think strategically about the changes you want to make at both the individual healthcare provider (HCP) level and the office level.</p>	60 mins	<p><b>Welcome and Introduction to Selling</b></p> <ul style="list-style-type: none"> <li>• Overarching Goals of Connect</li> <li>• Introduction to Selling</li> <li>• How a Typical Office Works and Health Care Happens</li> <li>• Your job is to Manage Change and Gain Commitment</li> <li>• Examples of Changes and Commitments</li> <li>• Office Simulation</li> <li>• Three Keys to Success</li> <li>• Behavioral Expectations</li> <li>• <i>Interactive Application Exercise: Average vs. Best-in-Class Behaviors</i></li> <li>• Summary</li> </ul>
<p>3. Effectively plan and prepare for sales calls.</p> <p>4. Develop a strong connection with the appropriate staff members in a practice.</p> <p>5. Establish compelling needs.</p>	60 mins	<p><b>The Core Selling Process</b></p> <ul style="list-style-type: none"> <li>• The Selling Process is designed to help you facilitate change</li> <li>• The Connect Selling Model</li> <li>• Two sides to the Connect Selling Model</li> <li>• Brief description of each of the 8 Steps in the Connect Selling Model</li> <li>• <i>Exercise: Matching Game</i></li> <li>• <i>Interactive Application Exercise: Teach the Selling Model</i></li> </ul>
<p>6. Connect use of your product/service to the needs of your customers.</p> <p>7. Gain customer commitment to concrete action.</p> <p>8. Create continuity across calls by setting up the next call and set of actions.</p>	45 mins	<p><b>Connect Model Step 1: Analyze the Current State – “A”</b></p> <ul style="list-style-type: none"> <li>• Define the Current State</li> <li>• <i>Interactive Application Exercise: Define the current state for your brand</i></li> <li>• Step 1 Summary</li> </ul>

	Run Time	Section/Content
	45 mins	<p><b>Connect Model Step 2: Plan Your Desired Future State – “B”</b></p> <ul style="list-style-type: none"> <li>• <i>Interactive Application Exercise: Develop an A to B Shift – HCP's Current and Future Behavior</i></li> <li>• Forces That Drive Change</li> <li>• Importance Matters</li> <li>• What If We Add More Positives?</li> <li>• What's the Solution?</li> <li>• Drivers and Barriers to Change.</li> <li>• Message Flow</li> <li>• Step 2 Summary</li> </ul>
	30 mins	<p><b>Step 3: Connect In</b></p> <ul style="list-style-type: none"> <li>• Increasing Personal Rapport and Professional Credibility</li> <li>• The Friendship Trap</li> <li>• Building Both Professional and Personal Credibility Over Time</li> <li>• Creating Continuity in Both the Front and Back Office</li> <li>• <i>Interactive Application Exercise: Connecting with Others – Interview Your Partner</i></li> <li>• Touch Points of Continuity</li> <li>• <i>Interactive Application Exercise: Connecting with Others – Go back to your interview notes</i></li> <li>• Bridging to Establishing Needs</li> <li>• <i>Exercise: Write Your Own Examples of Bridging</i></li> <li>• Step 3 Summary</li> </ul>
		<b>Lunch Break</b>
	60 mins	<p><b>Step 4: Establish Compelling Needs</b></p> <ul style="list-style-type: none"> <li>• How to Establish a Need (CPI – Context, Problem, Impact)</li> <li>• Setting the Context</li> <li>• What Does a Patient Look Like to an HCP?</li> <li>• Defining a Patient Type</li> <li>• <i>Interactive Application Exercise: Describe the Patient &amp; Observables as the Physician Would Experience Them</i></li> <li>• Defining the Problem and the Impact</li> <li>• <i>Interactive Application Exercise: Develop Your Own Example of CPI to Establish a Need</i></li> <li>• Step 4 Summary</li> </ul>

	Run Time	Section/Content
	60 mins	<b>Step 5: Connect to Needs</b> <ul style="list-style-type: none"> <li>• Message Flow</li> <li>• Craft Your Message Flow</li> <li>• Step 5 Summary</li> </ul>
	60 mins	<b>Step 6: Establish Commitment</b> <ul style="list-style-type: none"> <li>• Closing Is Not a One-Time Event</li> <li>• Best-in-Class Performers Make No Assumptions</li> <li>• Buying Temperature</li> <li>• Buying Signals</li> <li>• Uses for a Trial Close</li> <li>• How to Structure a Trial Close</li> <li>• How Not to Structure a Trial Close</li> <li>• <i>Exercise: Develop Three Trial Closes</i></li> <li>• <i>Interactive Application Exercise: Develop Three Trial Closes using the CPI examples</i></li> <li>• The Definition of Gaining Commitment</li> <li>• Immediate Close</li> <li>• Incremental Close</li> <li>• <i>Interactive Application Exercise: Develop Three Immediate and Three Incremental Closes</i></li> <li>• Quick Check</li> <li>• Step 6 Summary</li> <li>• Begin with the End in Mind</li> </ul>
	45 mins	<b>Steps 7 &amp; 8: Connect Out and Capture</b> <ul style="list-style-type: none"> <li>• Connect Out</li> <li>• Role Play</li> <li>• Capture</li> <li>• Call Notes: The Key to Creating Continuity</li> <li>• Top Performers</li> <li>• Create a Connection</li> <li>• <i>Exercise: Call Notes</i></li> <li>• Steps 7 &amp; 8 Summary</li> </ul>
	15 mins	<b>Review</b> <ul style="list-style-type: none"> <li>• The Selling Process is Designed to Help You Facilitate Change</li> <li>• The Selling Process Has Two Distinct Parts</li> <li>• The Core Selling Model</li> <li>• Summary and Next Immediate Action</li> </ul>