

Partnering with Physicians™



Advanced selling skills for pharmaceutical and biotech sales representatives

The 12- to 24-month mark is a risky time for salespeople. Most are hungry to move to the next level but are not sure how to. Many look to their district managers for help only to find their managers are either too busy or too new to be of significant value. Frustrated or bored, many two-year representatives reach a performance plateau. Top performers jump to specialty sales forces or biotech companies. Others coast. Many get into a behavioral rut - saying the same thing, over and over again, to every physician they call upon. Sales calls turn into sample drops, and physician relationships become stalled as access gets harder and harder to achieve.

Partnering with Physicians is designed to break through these dynamics unique to the 12- to 24-month mark. **Partnering with Physicians** will help your salespeople look at old relationships, no-see physicians and competitive challenges with fresh, new, empowering eyes.

Partnering with Physicians will help your salespeople move to the next level of performance, value and contribution by showing them how to:

- Develop stronger, more effective relationships with key physicians.
- Use sophisticated change management strategies to reduce the number of sales calls it takes to change physician prescribing behavior.
- Become more perceptive communicators, listen more intently and probe to identify points of value for the physician as well as identifying barriers to change.
- Deliver more compelling messages that demonstrate the value of your products and address barriers to change in the mind of the physician.
- Target their communications to bring the most value to the physician, his or her practice and patients by more effectively focusing marketing and promotional resources to those areas of highest impact to the physician.
- Kick start stalled relationships and improve physician access by becoming more “other focused” (vs. me focused) and learning to think, analyze and act from the physician's point of view.

Easy to coach, deliver and execute

The skill sets learned in **Partnering with Physicians** are easy to coach, teach and execute. Quantum Learning provides a variety of vehicles for helping managers become effective role models, workshop leaders and coaches of the content in **Partnering with Physicians**. This includes:

- Leader certification for managers – an excellent developmental opportunity to increase the bench strength of your management team and to prepare managers to coach the key skill sets of **Partnering with Physicians**.
- Assessment tools - that managers and representatives can use to identify current skill gaps and take action to address.
- Audio CD (47 minutes) for managers.
- Audio CD (46 minutes) for representatives.
- Meeting in a box for district managers to deliver to sales representatives at regional breakouts or POAs.

A one-day workshop tailored to your clinical, market and competitive setting

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

Adult learning, easy to deliver

Like all Quantum Learning workshops, **Partnering with Physicians** is fun to deliver, fast paced and very interactive. Key modules include:

- Changing physician prescribing.
- Developing a change template for your top ten physicians.
- Group dynamics – how groups of physicians respond to change.
- How to sell to innovators, visionaries, pragmatists and conservative physicians.
- Nonjudgmental listening.
- Reflective listening.
- Gaining commitment to action.

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Time & Event Outline: 1-Day Workshop

Objectives	Run Time	Section/Content
<p>1. Become expert at facilitating changes in physician prescribing behavior.</p> <p>2. Apply advanced change management strategies at the level of the individual physician, in a group practice (clinic) and across your territory.</p> <p>3. Develop a stronger partnership with key customers by becoming a more perceptive, sophisticated communicator.</p>	10 mins	<p>Welcome/Introduction/Overview</p> <ul style="list-style-type: none"> • Goals for the workshop
	70 mins	<p>Change management as our primary function</p> <ul style="list-style-type: none"> • Defining the change you want • What are your biggest challenges? • The challenge of change • Exercise: change three things • The cost of change • The reality of change • The solution • Introduction to the Strategy Planner • Develop an A to B Shift™ • Section review
	60 mins	<p>Adopts the Physician's Point of View</p> <ul style="list-style-type: none"> • Relationship of change & risk • Exercise: Focus/emotion role play • Relationship of cost & value • Review: the challenge of change • Review: the transition phase • Review: incremental steps • Forces that drive change • Importance matters • Identify drivers & barriers • Section review • Identify and sequence your incremental steps

Objectives	Run Time	Section/Content
	40 mins	Clinical Paradigm <ul style="list-style-type: none"> • Recognize disease • Patient “buckets” • Treatment Pathways
	50 mins	On Being Perceptive <ul style="list-style-type: none"> • Our competing agendas • The problem with perception • Listens Effectively • Reflective listening • Safe words to use when reflecting back • Exercise • Section review
	55 mins	The Technology Adoption Lifecycle (TAL) <ul style="list-style-type: none"> • How markets grow over time • The innovator • The visionary • The pragmatist • The conservative • The laggard • Core message/clinical data • Targeting grid
	20 mins	Gaining Commitment <ul style="list-style-type: none"> • Formula for market share and closing • Closes for commitment • The incremental close • Develop your own closes
	25 mins	Wrap Up <ul style="list-style-type: none"> • Next steps • Share strategy planner examples • Grand review