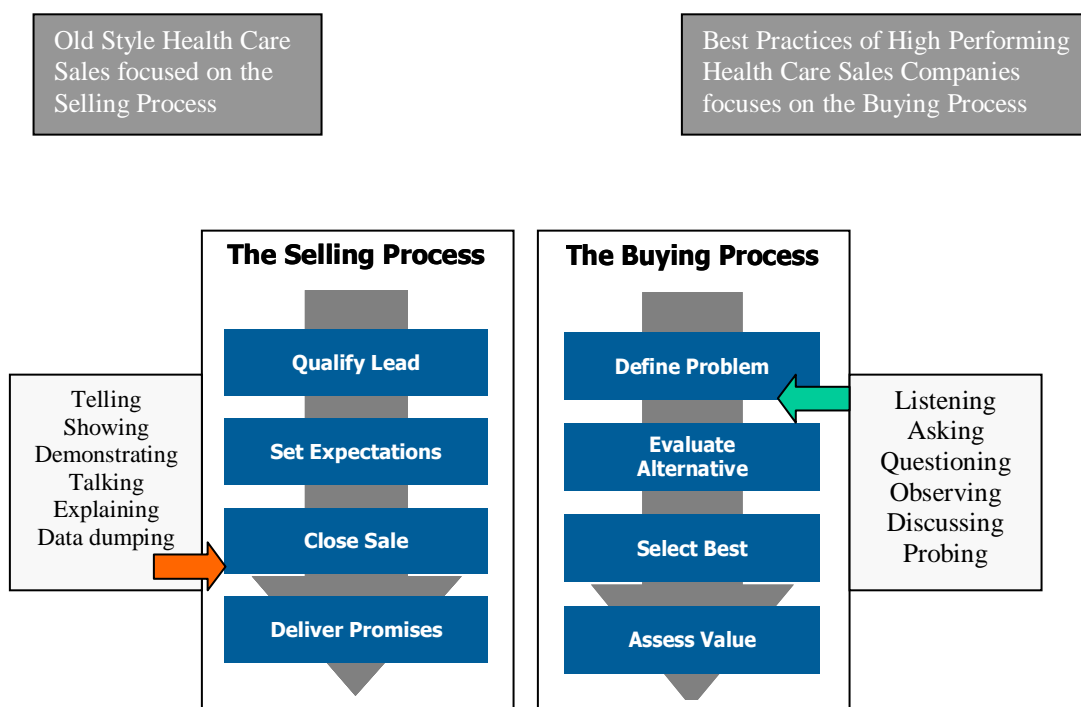


Develop the Best Practices of World Class Pharma Sales Organizations

Conceptual Selling® is a two-day program, harvesting call planning techniques from *Conceptual Selling®*. *Conceptual Selling®* is appropriate for field-based or specialty pharma sales teams that would benefit from pre-call planning training. Companies that use *Conceptual Selling®* frequently have a goal of moving their sales team from product push to solution sell.

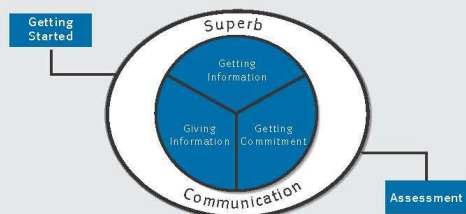
Considered a “tactical” program, *Conceptual Selling®* focuses on effective opportunity identification with every interaction, including face-to-face meetings, phone conversations, and correspondence. In health care, many of our clients focus their time and energy on product training, particularly early in the sales person’s career with the company. We certainly don’t want to diminish the importance of this training. However, what we observe as a result of this product focus is sales organizations that “tell, tell, tell” rather than seek to understand what is important to the customer and what they are trying to accomplish. *Conceptual Selling®* challenges the sales person to understand the customer’s buying process and to align the correct message and activity with where the customer is in their buying process. Measurement occurs based on the customer taking action, thus enhancing sales person productivity. This sample diagram depicts the importance of aligning your strategy-- *Strategic Selling®* with the customer’s buying process-- *Conceptual Selling®*.



During this program, your sales representatives will learn how to:

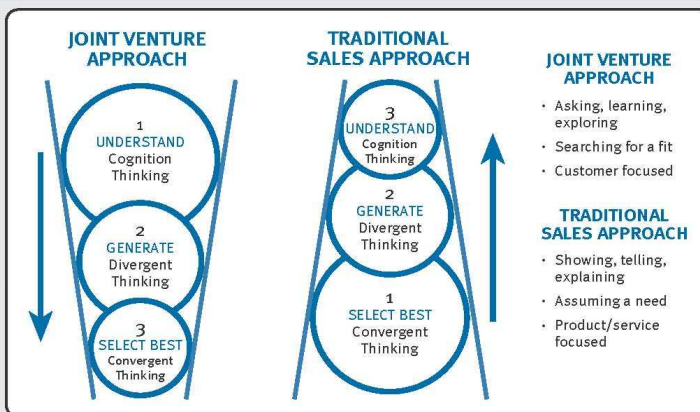
- Position themselves with the clinical and administrative buyers who have impact on the decision process.
- Align the Buying and Selling process.
- Team sell more effectively using common language.
- Focus on the opportunities with physicians that are most likely to result in positive action
- Sell a solution versus push a product.
- Determine if credibility exists with a buyer and if not, how to develop it.
- Ask for commitment that measures the advancement of the sale on each interaction with the physician.
- Talk less on calls and listen more.

Elements of a Conceptual Selling® Call Plan.



Basic Premise

As a sales professional, the most important thing you do is communicate with your customers. Therefore, your preparation is imperative.



Areas of Possible Unique Strengths

- People
- Product
- Process
- Knowledge
- Application
- Organization
- Customer
- Technology
- Reputation
- Implementation
- Training
- Logistics
- Service
- Experience

Five Question Types

- Confirmation Questions**
Validate data and reveal discrepancies
- New Information Questions**
Better understand each Customer's Concept
- Attitude Questions**
Uncover opinions, feelings, values, attitudes
- Commitment Questions**
Ask customer to take action to move forward
- Basic Issue Questions**
Identify issues that could result in losing sale

Single Sales Objective

To sell _____
company/specific area product/service/solution

for _____ by _____
sales revenue/other units close date

Single Sales Objective

- Product/service related
- Specific, clear, concise
- Definable and measurable
- Tied to a timeline
- Usually not connected by "and"

Basic Issues

Basic Issues are personal, negative feelings about you, your proposal, your company, or an apparently unrelated issue.

Action Commitments

Best Action Commitment

What is the best commitment to action I can expect this customer to make as a result of this sales call?

Minimum Acceptable Action

What is the minimum action I can accept and continue to invest in this sale?

Credibility

People won't buy from you if they don't trust you.

Credibility fosters Win-Win relationships:

- Satisfied customers
- Repeat business
- Long-term relationships

Ways to get credibility:

- Established by reputation
- Transferred
- Earned by you

Valid Business Reason

- States purpose for setting appointment
- Lets the customer understand who you are and why you are there
- Sets a common foundation enabling you to understand the Customer's Concept
- Introduces your questioning sequence
- Focuses the meeting and sets the scene

Customer's Concept

- People do not buy your product/service per se
- They buy their concept of what the product/ service will do for them
- People buy for their reasons, not yours

For more information on implementing these programs in your health care company, please contact Pam Switzer at 1-866-670-4447 or pam@teambuilders-int.com.

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