

Bringing the Data to Life

Who is it for?

Organisations and individuals who recognise that just relaying product data isn't enough to get the edge in one of the most competitive sales environments in the world.

What is it about?

Most Doctors spend the majority of their day talking about patients.
Most pharmaceutical sales representatives spend the majority of their time talking to Doctors about....

...Data!

This experiential training course provides reps with valuable skills to bring their sales aids and data to life by linking the product benefits to actual patient experiences. Learn how to paint the pictures that help doctors identify the best choices for the people they see every day.

Course overview

This course requires a consultation to effectively tailor it to your specific requirements. The following is an example of topics covered in previous courses;

- **WHY BRING DATA TO LIFE?** – why pure data is sometimes not enough
- **THE LANGUAGE OF CARE** – relating to the people that ultimately benefit
- **THE POWER OF STORIES** – creating compelling and memorable sales arguments
- **UNLOCKING THE SALES AID** – bringing your most valuable tool to life
- **ROLE PLAY** – the theory in action

What do I get out of it?

- The ability to engage Doctors in meaningful dialogue about the people that benefit most from your product
- Tangible tools that will enable sale representatives to create more vibrant and successful sales arguments

"The most effective way to reach prescribing physicians is face-to-face selling... Sales forces must create an emotional connection between physicians and a particular treatment, as many products are similar" Pharma Times, Feb 2009

Want to book or find out more?

Call Mark Doyle on **0207 575 3164** or email mark@fecund.co.uk
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