

Unlock Success in Pharmaceutical Sales:

Training Priorities for Maximum Impact



Pre-COVID Sales Cycle



Focus on transactional sales.



Relationship building with individual healthcare providers (HCPs).



Selling single products.

Impact of COVID-19 and Digital Disruptions



Limited in-person interactions.



Increased focus on consultative, value-based selling.



Complex consultations with healthcare executives.



The Training Gap



Traditional sales training may not be sufficient.



Sales reps need to develop new skills and knowledge.



Growing importance of data analysis and communication with customers.

Essential Skills for Landscape

Ability to navigate complex healthcare systems and seamless delivery of presentations and consultations.

Must understand customer needs and challenges, moving from product-centric to customer-centric problem-solving.

Establish recognition as a valued partner, knowledgeable in the pharma business.

Prioritize staying updated on the latest advancements in pharma.

Build a Winning Pharma Sales Team: The Training Must-Haves



Focus on Live Interaction:

Live sessions with trainers and peers for real-time feedback and knowledge sharing.

On-Demand Video

Library: Access to

bite-sized video lessons



Scenario-Based Practice:

Simulations and practice exercises tailored to the specific sales scenarios.



Actionable Sales

Enablement: Job aids. templates, and resources to empower the immediate application of skills.



Collaboration: Built-in

Peer-to-Peer

huddles and discussion forums for knowledge



Customize for Success: Training programs tailored

to address specific sales challenges and goals.

for ongoing reference and reinforcement. exchange and support.

Give your sales team the edge they need with REAL (Research, Engage, Advocate, Lead to the Solution) selling approach. Contact us to learn more about our customized sales training solutions.



