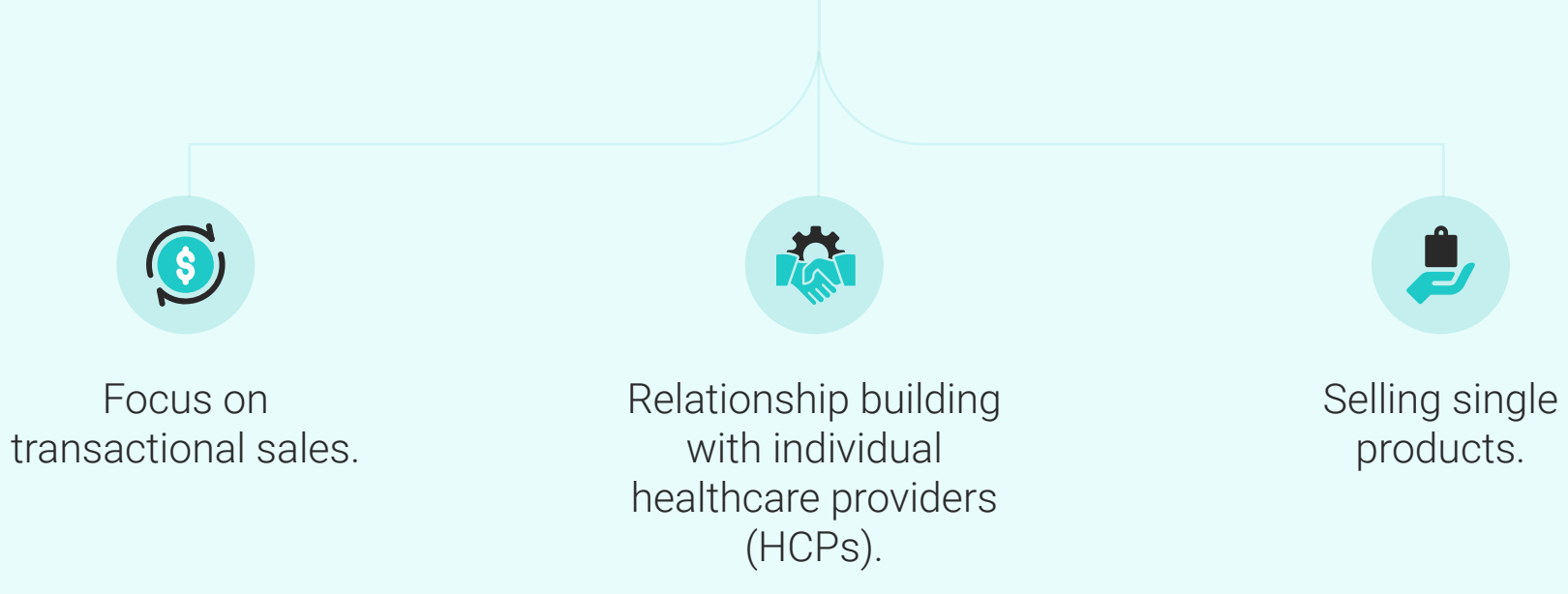


# Unlock Success in Pharmaceutical Sales: Training Priorities for Maximum Impact



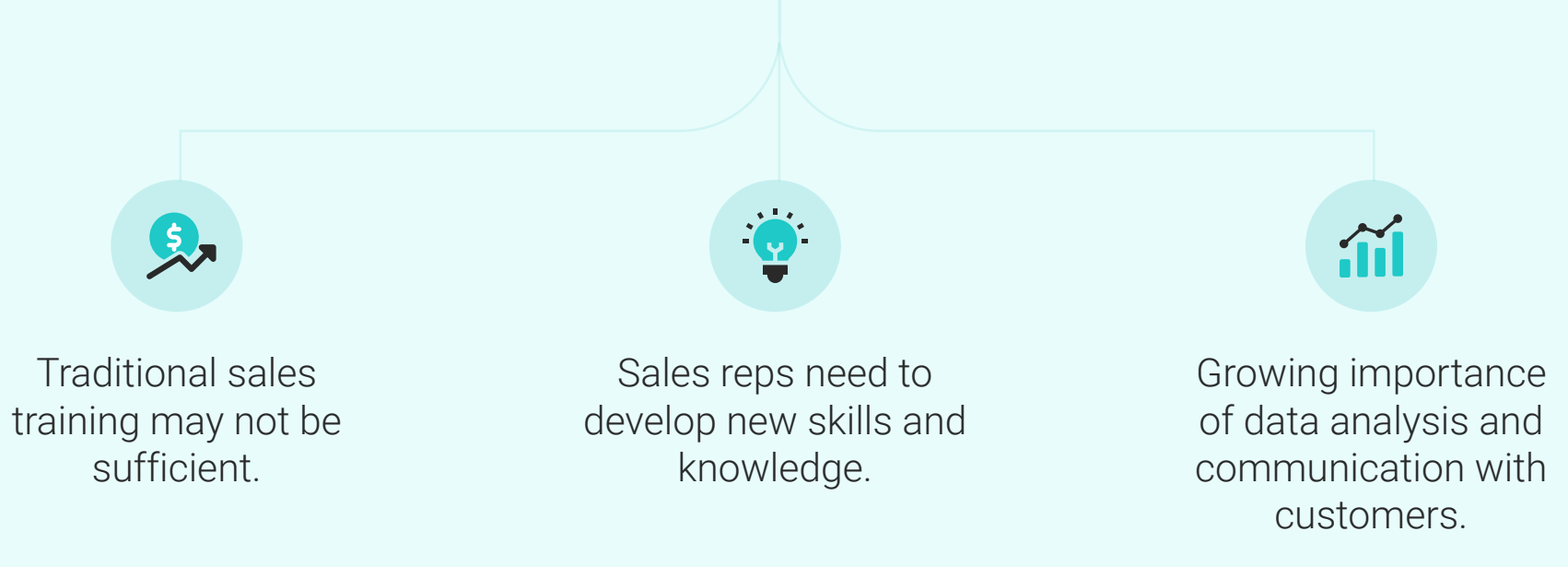
## Pre-COVID Sales Cycle



## Impact of COVID-19 and Digital Disruptions



## The Training Gap



## 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.

**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.

**On-Demand Video Library:** Access to bite-sized video lessons for ongoing reference and reinforcement.

**Peer-to-Peer Collaboration:** Built-in huddles and discussion forums for knowledge exchange and support.

**Customize for Success:** Training programs tailored to address specific sales challenges and goals.

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.