
HOW TO USE THIS GUIDE

Now that you have your own copy of this exclusive tool in your hands, here is how we suggest making the best use of it:

1. Access the competency self-assessment tool (2nd section of this booklet or on the CD attached to the back cover) and perform a self-assessment of your current situation.
2. Consider tapping into a Learning Style Inventory to assess what are the learning conditions that are best for your style.
3. Identify the specific sub-tasks for which you may have a need for development and prioritize them based on your strategic situation.
4. Use the Learning Catalogue (4th section) to identify the resources that would best match your learning style and the desired development outcome.
5. The next step would be for you to map out how you are planning to reach your next destination. Access the personal learning and development plan (3rd section of this booklet or on the CD attached to the back cover) and follow the instructions from the next section.
6. Let us know of your experience using this guide. You can capture your feedback and send it to us by using the very last page of this guide.

MAXIMIZE TERRITORY POTENTIAL

The ability to analyze the territory and market to optimize sales activities.

TASKS	SUB-TASKS
Review Targets per Customer Segment	<ul style="list-style-type: none"> • Review IMS prescriber and outlet level data on key targets, if available • Evaluate CEP usage by key target to determine influence on prescribing behaviour • Review progress on target lists and recent call notes • Review key messages for each target segment • Identify allocation of promotional resources against each physician, and modify if necessary
Review Territory Performance	<ul style="list-style-type: none"> • Review territory sales performance on a quarterly basis and adapt business plan accordingly • Evaluate key metrics (e.g., market share, class index, performance index, etc.) to determine why sales are at their current levels • Gather information from pharmacists on key territory prescribers for additional information • Review impact of recent CHE activities on territory performance and plan forward for future events
Create a Plan of Action to Meet Goals	<ul style="list-style-type: none"> • Translate target goals to aligned CHEs and key activities • Calculate projected costs/returns, develop and monitor budget, and adjust spending and resource allocation as new challenges arise • Plan and organize daily sales activity meetings to implement plan of action and improve business results
Schedule and Implement Efficient Call Routing	<ul style="list-style-type: none"> • Coordinate with team to create optimal routing schedule • Prioritize routing cycle based on market potential and importance for geographic area • Identify exceptions or outliers to routing schedule and plan how to reach them • Coordinate routing plan with personal life commitments to enhance work-life balance

Name of Sales Representative: _____

Name of Sales Representative:	Rating Scale				Area of/for	
	No/Little Skill/ Knowledge	➔		Very Skilled/ Knowledge- able	Strength/ Success 3	Develop- ment 3
COMPETENCY BLOCK: Maximize Territory Potential	1	2	3	4		
CREATE A PLAN OF ACTION TO MEET GOALS <i>How well do I...</i> <ul style="list-style-type: none"> Translate target goals to aligned CHEs and key activities? Calculate projected costs/returns, develop and monitor budget, and adjust spending and resource allocation as new challenges arise? Plan and organize daily sales activity meetings to implement plan of action and improve business results? 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCHEDULE AND IMPLEMENT EFFICIENT CALL ROUTING <i>How well do I...</i> <ul style="list-style-type: none"> Coordinate with team to create optimal routing schedule? Prioritize routing cycle based on market potential and importance for geographic area? Identify exceptions or outliers to routing schedule and plan how to reach them? Coordinate routing plan with personal life commitments to enhance work-life balance? 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name of Person Completing Assessment: _____ Date Completed: _____

CONDUCT SALES CALLS

The ability to implement effective sales processes with healthcare professionals, using a customer-focused approach, to gain market share and achieve business objectives.

1 BOOKS

F



Prescription for Success

*Hélène Meloche, Christie Sterns and Lynda Goldman
Helix Publishing, 2004
www.prescription4success.com
ISBN 0-9694996-9-8*

Shows how to:

- Build relationships with health-care professionals to increase sales
- Improve interaction with colleagues to increase productivity
- Benefit from the experience of physicians and industry leaders
- Apply easy-to-use strategies so you see immediate results

F

**New Wave Pharmaceutical Selling,
Revised Edition**

*Sandra M. Peters, Vincent F. Peters
Black Dog Publishing Company, 2002
ISBN 0-9656231-0-6*

New Wave Pharmaceutical Selling, Revised Edition provides an overview of the past, present, and future of pharmaceutical selling and focusses on the importance of customer relationship management. In addition, there is a section devoted to selling skills that covers all aspects of the basic pharmaceutical sales call, with specific examples.

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Successful Pharmaceutical Selling

*Martin Bischoff
McGraw-Hill Companies, 1997
ISBN 0-7863012-1-4*

Successful Pharmaceutical Selling is a “nuts and bolts” book for the pharmaceutical sales rep. Chock full of tips and techniques on maximizing sales, this hands-on guide gives salespeople practical advice on a day-to-day basis.