

6.7 NORMS FOR CUSTOMER CALLS

In order to sell effectively, you need to uncover and address the specific needs, wants, hidden objections and concerns that each individual doctor has. Selling is really getting all the information you need to help doctors make better prescribing decisions. It is important to know about a doctor's current outlook and opinions concerning your products and your competitors' products so you can tailor your sales presentations. How do you get this information? By asking! It is essential to know a doctor's feelings, biases, loyalties, and valued thought leaders. By asking questions, you are getting doctors involved in an exchange through which you can gain insights about their needs, values, and attitudes and how they make their prescribing decisions. You are creating a dialogue. This is why dialogue & smart questions are your most valuable tools as a pharmaceutical salesperson.

6.7.1 OPEN WITH IMPACT AND PURPOSE

Your opening is one of the most essential parts of your sales call. If you don't grab the doctor's attention during the start of the call with a smart question, you will have lost him for the rest of it. The purpose of your opening question is to gain attention, to focus the tone