



The 360 Degree Selling Consultant©

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SELLING TO DR BOB JOHNSTON

Plan a friendly and enthusiastic approach to this physician. Encourage his participation in all phases of the sales situation and give him frequent positive feedback. Dr. Johnston is a socially-minded physician, so develop your relationship. Describe the success that others have enjoyed with your product. Keep your comments and presentation moving at a good pace, but be alert for signs of agreement or disagreement. This doctor may act on the spur of the moment, which you can use to your advantage in the sales situation.

Emphasize his role in the process. It is important for Dr. Johnston to feel successful and like a winner. When appropriate, pay him compliments and praise his professional ideas.

Avoid pointing out mistakes or risks. He is strong, outgoing, and motivated to succeed. With your flexibility and social-skills, you should find working with Dr. Johnston pleasing and successful venture.

HOW TO SUCCEED

MIX SOCIALIZING WITH MAKING THE SALE

Dr. Johnston can be a friendly/amiable physician who will probably seek attention from you. He prefers to buy from salespeople who seem to like him. Although he will be interested in your product, the personal relationship that he establishes with you is important to him as well. Take care not to overlook social conversation in your business meeting. By the same token, don't take advantage of his good nature either by being too forceful or taking up too much of his time.

USE YOUR INTERPERSONAL AND BUSINESS SKILLS

You tend to work closely with physicians to find out their interests in your product and how they use it. Your concern for Dr. Johnston as a person will help you satisfy his prescribing needs and maintain his interest. But treat him also as a customer -- he will respect you as a salesperson for it.

CHECK YOUR PROGRESS

Notice how Dr. Johnston reacts and whether he understands what you are explaining. Do not allow the meeting to drag by spending too much time on details or quibbling over minor points. Make sure that his preference for socializing does not unnecessarily impede your progress. Check to see that the goals of your sales presentation are being met and that you are moving toward closing the deal.

OVERCOMING CUSTOMER OBJECTIONS

TAKE CHARGE IN INITIATING THE CLOSE

Because Dr. Johnston enjoys socializing, he may become preoccupied with your personal relationship at the expense of business matters. To avoid such delays, make a thorough and reasonable presentation, then direct the meeting toward a close.

APPEAL TO HIS NEED TO SUCCEED

Dr. Johnston wants to be successful in life. Take advantage of this need by emphasizing how your product can benefit him and his patients and contribute to his advancement and success. Dr. Johnston's motivational style is primarily affiliation (he wants to be liked by people), but achievement is also important to him.

HE WANTS TO BE ACCEPTED

Dr. Johnston prefers products which can somehow help him gain social acceptance. Since he wants to be part of the "in" group and make many friends, highlight how your product can help him win the favor of others. He wants to be liked by all of his patients.

HE SEEKS RECOGNITION

Dr. Johnston likes the limelight and to perform for the attention of others. Flatter him and acknowledge his achievements. Explain how your product will enable him to make a good impression on others and to gain wide recognition.

FOCUS ON WIDELY ACKNOWLEDGED BENEFITS AND FEATURES

Emphasize accepted and successful product features and move your presentation along at a good pace. Expect Dr. Johnston to interrupt you and when he does, show your appreciation for what he has to say. Be optimistic. Convey the impression that you are successful, and that if Dr. Johnston does business with you and your company, then he too will be successful. His prescription profile is that of the early and late majority, he wants established/ proven products.

PHYSICIAN SPECIFIC CLOSING STRATEGIES

NOTE: Of the possible 20 closing strategies that have been suggested in the expert literature, the following two are most appropriate for you to use when selling to Dr. Johnston

THE "ASK FOR THE SALE" or "DIRECT" CLOSE.

Simply ask your doctor, with the fewest words possible, if he will prescribe for you. If he is not ready to reach an agreement, he will give you his remaining objections, which you can then resolve to close the deal. This close can be especially effective as a preliminary proposal to test buyer readiness.

The use of a straightforward close, where you simply "Ask for the Sale," agrees with Dr. Johnston's preferred way of doing business. Unlike some doctors, Dr. Johnston will not be startled nor overreact to this direct appeal. In fact, because he is easily influenced by those around him, he may feel your asking for the prescription indicates that this is the right time for him to buy.

THE "CLARKSON" CLOSE.

When your doctor inquires about the availability of a feature, answer his question with a question to which he will answer "yes". For example, should your doctor ask if your product comes in a once daily dose, figure out whether he would prescribe it if it were available in a once a day dose. If he wants to have it stocked in a local pharmacy, ask him whether your efforts to obtain this extra feature will assist the sale. Go through this process, writing down his stated needs and specifications on a pad. Then have him okay the agreement.

The "Clarkson Close" can work effectively with Dr. Johnston, because it may give him the impression that he can have whatever he wants. In answering his request for a product feature, you will reinforce the idea that his needs, rather than your preferences, are paramount in the sale. This will also satisfy his desire for attention and regard.

