



A Smarter Physician Selling Model

Selling like everything else in this world boils down to personal chemistry. As the saying goes “people only buy from people who they like.” Since personal chemistry is such an important part of the sales transaction, we believe that a “smarter Selling” model is one that incorporates the personality style of the seller and the customer/buyer. The “smarter selling” model analyzes sales rep personality traits and how they match up to physician/customer personality traits. This chemistry is the critical success factor in the selling process.

The “smarter selling” model then goes a step further and examines the customer’s/buyer’s motivational style, and how it influences their buying/prescribing behavior. All of us buy for one reason or another, and as McClelland has shown in his studies, people are motivated by one of three factors: power, achievement, and affiliation. The “smarter selling” model defines the customer’s/buyer’s motivation to buy, for the sales person. This is an important piece of information that helps the sales person to use the most effective features and benefits with the customer/buyer.

The “smarter selling” model then takes all of this information a step further and determines the “buying or utilization” profile of the customer/buyer. All of us fall into one of four buying categories: innovator, early adopter, early and late majority, and laggard. This important piece of information lets the sales person

know at what stage the buyer is at in the selling process. The sales person can then make the pertinent adjustments based on the buyer's level of readiness.

The last step in the process for a "smarter selling" model, is the meshing together of all this information with the most appropriate and effective selling skills. The "smarter selling" model provides sales people with a complete sales strategy outlining the most effective features and benefits for the customer/buyer. The most probable objections and their best responses are also provided. And last but not least, a "smarter selling" model provides the two best closing techniques from a bank of twenty possible closes, that will work best with the customer/buyer.

If your current selling models doesn't have all of these elements, we suggest that you look at the 360 Degree Selling Consultant© - the "smarter selling" model. The 360 Degree Selling Consultant© is designed to work for not only physicians, but also any customer/buyer. This psychological web based selling tool provides each sales person not only with a 360-degree view of their customer/buyer, but also the sales strategy required for success. The 360 Degree Selling Consultant© is unparalleled when it comes to customer/buyer behavior information, and the strategy required for success. Every salesperson receives a premium, customized sales strategy report that is unique to the customer/buyer. No two reports are alike. The 360 Degree Selling Consultant© takes selling to a higher level.

Try a **Free** sample 360 Degree Selling Consultant© survey now on any customer, physician or non-physician at our website www.saleSCALLplanners.com. Complete the self and customer assessments, and "submit." This will be the most valuable ten minutes of sales call planning time that you have ever spent. **The 360 Degree Selling Consultant© - the "Smarter Selling" model.**