



### **What Motivates Physicians To Prescribe?**

Physicians are motivated to prescribe by a combination of rational and emotional factors. Rational factors such as clinical evidence, trust, and brand confidence, are still the major motivating force, however, closely behind them are the emotional factors. The emotional factors as outlined in McClelland's famous motivational studies play a role that is almost as important. The challenge is how do you enter into someone's subconscious to know these emotional factors?

According to Harvard professor David McClelland, all of us are motivated by one of three emotional factors, power, achievement, and affiliation. So the question becomes, how do we recognize the emotional factors? In "power" physicians for example, one sign is that they may try to take control of the sales presentation in many cases. There are also many other signs such as trying to test sales reps' knowledge, showing reps that they are more knowledgeable etc, and the list goes on.

Physicians who are motivated by "achievement" want success and a feeling of accomplishment, they characteristically perform rather than thinking about performing. The successful completion of work holds the most emotional appeal for them. I remember an orthopedic surgeon who was very proud of how he successfully operated on a racehorse. Another sign that will tip you to the achiever, is that they are not gamblers or risk takers, which is very important when it comes to prescribing style.

The third group of physicians that are motivated by emotional factors are those that are motivated by "affiliation." Being part of the "in group" drives "affiliation" physicians. They want to be accepted by the group, and this can greatly

influence their prescribing style. For example, if the “in group” at a certain medical facility prescribe a particular product, the physician motivated by “affiliation” will also prescribe the same product. In their minds the use of the same product will help them to be accepted by the “in group.”

Obviously the emotional motivating factors are a very important part of selling for today’s pharmaceutical sales people. A real easy way to determine your physicians’ emotional motivating factors is by visiting the website [www.salescalplaners.com](http://www.salescalplaners.com) and profiling your physicians with **The 360 Degree Selling Consultant**©. This sales force effectiveness instrument will provide you with the physician’s motivational and prescribing style, as well as a complete sales strategy report.