



SELLING TO 'POWER/DRIVER' PHYSICIANS

In this and subsequent articles, we would like to provide you tips on selling to all four-personality type physicians, power/driver, introvert/analytical, outgoing/expressive, and the friendly/amiable.

Knowing the different physician personality types and how to most effectively work with them, can greatly increase your rate of success. Let's now take a look at Dr. Power/Driver.

SELLING TO DR. POWER/DRIVER

You should be reasonably comfortable working with Dr. Power/Driver stress the general and overall features of your product, because details and minor features easily bore him. Be willing to give him the lead in directing the meeting. Progress quickly from issue to issue.

HOW TO SUCCEED

***DR. POWER/DRIVER IS PREPARED TO FIGHT FOR CONTROL
DR. POWER/DRIVER CAN BE A DIFFICULT PHYSICIAN TO DEAL WITH.
HE MAY MAKE YOU UNCOMFORTABLE BY TRYING TO DOMINATE YOU
AND THE SALES TRANSACTION.***

If Dr. Power/Driver becomes domineering, don't take it personally; remain determined to get across your important points.

INTERPRET HIS OBJECTIONS AS REQUESTS FOR MORE INFORMATION

Confident and outspoken, Dr. Power/Driver is not afraid to voice objections to your product. It will be a challenge to avoid disagreement with someone like Dr. Power/Driver, but responding honestly to his objections is one technique which may help.

USE OPEN-ENDED QUESTIONS

Open-ended questions can be used to elicit more information from Dr. Power/Driver who, what, when, where, how, and why? Questions will show him that you are interested in him, and launch a good sales relationship.

PREPARE FOR A WIN-LOSE CONFRONTATION

Because Dr. Power/Driver tends to be competitive, the sales situation may break down into a "do or die" confrontation. Impress him with facts and practical advantages of your product-- avoid reacting emotionally.

OVERCOMING PHYSICIAN OBJECTIONS/OBSTACLES BE READY TO PROVE YOUR PRODUCT

You may find that you will have to prove the worth of your product to Dr. Power/Driver. Be ready to focus on those features, which fill his particular needs. He is motivated by McClelland's "achievement," he wants to make a good decision and be successful.

WORK QUICKLY BUT CAUTIOUSLY

However, do not get too caught up in Dr. Power/Driver's hurried style and make promises you can't keep or concessions you'll later regret.

EMPHASIZE THE NOVEL ASPECTS OF YOUR PRODUCT

He prefers to prescribe products or services, which are just available on the market, or innovations of older products. His prescribing style is that of an "innovator," or "early adopter."

APPEAL TO HIS NEED TO SUCCEED

Dr. Power/Driver wants to be successful in life. Take advantage of this need by emphasizing how your product can benefit him and contribute to his advancement and success.

EMPHASIZE INNOVATIONS, MAJOR BENEFITS, AND EXCITEMENT

Highlight the innovative aspects of your product and make your presentation lively.

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. Power/Driver

THE "SATISFIED PHYSICIAN" CLOSE.

Tell your physician about a previous doctor's success with your product.

THE "TRIAL OFFER" CLOSE.

Make your product available on a trial basis for a limited time, and encourage your physician to try it out.