



## **Selling To Extroverted/Expressive Physicians**

Plan a friendly and enthusiastic approach to this physician. Encourage her participation in all phases of the sales situation and give her frequent positive feedback. Dr. Extroverted Expressive is a socially-minded doctor, 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 person may act on the spur of the moment, which you can use to your advantage in the sales situation.

Emphasize her role in the process. It is important for Dr. Extroverted Expressive to feel successful and like a winner. When appropriate, pay her compliments and praise her business ideas. Avoid pointing out losses or risks. She is strong, outgoing, and motivated to succeed. With your flexibility and social-skills, you should find working with Dr. Extroverted Expressive a pleasing and successful venture.

### **HOW TO SUCCEED**

#### ***MIX SOCIALIZING WITH MAKING THE SALE***

Dr. Extroverted Expressive can be a friendly doctor who will probably seek attention from you. She prefers to work with salespeople who seem to like her. Although she will be interested in your product, the personal relationship that she establishes with you is important to her as well. Take care not to overlook social conversation in your business meeting.

#### ***USE YOUR INTERPERSONAL AND BUSINESS SKILLS***

You tend to work closely with physicians to find out their interests in your product. Your concern for Dr. Extroverted Expressive as a person will help you satisfy her prescribing needs

and maintain her interest. But treat him also as a customer - she will respect you as a salesperson for it. Her personality style is that of "amiable expressive."

***CHECK YOUR PROGRESS***

Notice how Dr. Extroverted Expressive reacts and whether she 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 her 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 DOCTOR OBJECTIONS/OBSTACLES**

***TAKE CHARGE IN INITIATING THE CLOSE***

Because Dr. Extroverted Expressive enjoys socializing, she 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 HER NEED TO SUCCEED***

Dr. Extroverted Expressive wants to be successful in life. Take Advantage of her need by emphasizing how your product can benefit her and contribute to her advancement and success. Her motivational style is McClelland's "affiliation"

***SHE WANTS TO BE ACCEPTED***

Dr. Extroverted Expressive prefers products, which can somehow help her gain social acceptance. Since she wants to be part of the "in" group and make many friends, highlight how your product can help her win the favor of others.

***SHE SEEKS RECOGNITION***

Dr. Extroverted Expressive likes the limelight and to perform for the attention of others. Flatter her and acknowledge her achievements. Explain how your product will enable her 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. Extroverted Expressive to interrupt you and when she does, show your appreciation for what she has to say. Be optimistic. Convey the impression that you are successful, and that if Dr. Extroverted Expressive does business with you and your company, then she too will be successful. Her prescribing style is greatly influenced by the "in" group, that's why she likes accepted and acknowledged benefits. You may however, be able to make her an "early adopter," if you demonstrate that the "in" group is using your product.

## DOCTOR 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. Extroverted Expressive

### **THE "ASK FOR THE SALE" OR "DIRECT" CLOSE.**

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

The use of a straightforward close, where you simply "Ask for the Sale," agrees with Dr. Extroverted Expressive's preferred way of doing business. Unlike some physicians, Dr. Extroverted Expressive will not be startled nor overreact to the direct appeal. In fact, because she is easily influenced by those around her, she may feel your asking for the sale indicates that the is the right time for her to prescribe.

### **THE "CLARKSON" CLOSE.**

When your doctor inquires about the availability of a feature, answer her question with a question to which she will answer "yes". For example, should your doctor ask if your product comes in a once a day dose, figure out whether she would write it if it were available in once a day dosage form. If she wants to have your product stocked in her local pharmacy, ask her whether your efforts to obtain this extra feature/benefit will assist the prescribing. Go through this process, writing down her stated needs and specifications on a pad. Then have him okay the points agreed upon.

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