



SELLING TO ANALYTICAL/INTROVERTED PHYSICIANS

Dr. Analytical Introvert may be a difficult physician. Because he prefers being alone it would work to your advantage if you curbed your outgoing ways and met with him in a quiet, private setting. When he feels uncomfortable, he can be withdrawn.

Whenever possible, be explicit and straightforward in presenting your product. Dr. Analytical Introvert tends to suspect others' motives and can be bothered by seemingly unimportant issues. At one moment, he may be impulsive; the next moment, cautious and careful.

While you are an optimistic person, he is often pessimistic. To reassure him of the merits of your product, you must not gloss over real problems or ignore his objections. You will have to slow down and offer specific information to satisfy him.

HOW TO SUCCEED

WINNING YOUR FRIENDSHIP IS NOT IMPORTANT TO DR. ANALYTICAL INTROVERT

You may experience some discomfort when selling to Dr. Analytical Introvert, who may be unresponsive to your social needs. You will probably keep searching for mutual interests on which to build a relationship. You may be tempted to befriend Dr. Analytical Introvert in order to gain his approval and facilitate your meeting. Expect to feel frustrated in your attempt to get his acceptance. Most people find it difficult to establish a warm relationship with him. His personality style fits that of an "analytical" or "introverted" physician.

EXPECT HIM TO SEEM UNINTERESTED

Dr. Analytical Introvert tends to be uncommunicative and reserved with most people. Remind yourself that Dr. Analytical Introvert's tendency to be withdrawn has nothing to do with his acceptance or rejection of you personally. He often assumes that salespeople

must be watched, or else they will take advantage of him. Don't let this affect your presentation. If he senses any lack of enthusiasm, Dr. Analytical Introvert may back off and end your meeting. Hold his interest in the deal by presenting yourself and your product in a confident, optimistic fashion.

KNOW YOUR PRODUCT

Make an effort to understand Dr. Analytical Introvert's needs and wants from the little he discloses about himself. Plan for this meeting by studiously reviewing every aspect of your product. If you know the "ins" and "outs" of what you are selling, you will have a greater chance to hold his interest and stay on top of the meeting.

OVERCOMING PHYSICIAN OBJECTIONS/OBSTACLES

CONSIDER HIS COMFORT

Dr. Analytical Introvert refrains from involvement with others and tends to avoid salespeople so as not be taken advantage of. Your outgoing and lively nature may overwhelm him and reinforce his defensiveness. To sell successfully to Dr. Analytical Introvert, slacken your pace. Work to create a relaxed and confidential atmosphere. Be patient and tolerate his meticulous style of doing business. He is motivated by McClelland's "achievement," he wants to be successful and do a good job.

DON'T EXPECT MUCH ATTENTION

With Dr. Analytical Introvert, you may receive little feedback with regard to what he thinks of you. Despite your efforts to make a good impression and be accommodating, he is likely to maintain his protective aloofness. Do not become frustrated when Dr. Analytical Introvert does not give you the social recognition you desire. Realize that it is not you but simply Dr. Analytical Introvert's way of dealing with others. Try to accept his apparent lack of interest in you and work to involve him in the sales transaction.

AVOID FAST TALK

You are the type of salesperson who usually knows your product and your competitors well. Take a serious but friendly approach to Dr. Analytical Introvert in offering the facts he needs in order to prescribe for you. Avoid "hype" or flattery -- he will not be swayed by such tactics. He is there to do serious business. Dr. Analytical Introvert will be most responsive if you focus on the sale. You will have to present impressive facts and demonstrate persuasive logic. He may ask about your product's strengths and limitations, so that he can make a decision based on sound reasons. This behavior is common for analytical physicians, expect his prescribing style to be that of "early and late majority."

STAY FOCUSED ON BUSINESS

Dr. Analytical Introvert may become impatient if you try to establish a friendship and ignore the business at hand. He does not seek a personal relationship but wants a quickly completed sale. Avoid small talk or non-business conversation. Listen to what Dr. Analytical Introvert wants, position your product to meet his needs, and move quickly to close the sale.

KEEP COOL

Dr. Analytical Introvert may have inflexible ideas of what he wants and doesn't want. Avoid becoming impatient with him if he seems difficult. Remember, a prospect who is decisive and states emphatically what he wants is more apt to prescribe than one who is otherwise. To show any irritation may hurt your chances for making a sale.

BE A BUSINESS ADVISOR

Dr. Analytical Introvert will likely feel most comfortable if you are very serious and businesslike. Be pleasant, but limit social conversation: he is not the type of physician who makes friends easily. Instead, you should be professional and establish yourself as his personal business advisor.

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. Analytical Introvert

THE "LIMITED OFFER" CLOSE.

This close promises your physician a discount, a bonus, free product, staff and patient training and other inducements. The catch is that this offer is limited: your physician must prescribe now or lose this special deal.

Dr. Analytical Introvert likes the idea of "getting a deal." He will probably respond well to special inducements when prescribing, as long as they are presented in a direct, aboveboard fashion. Because Dr. Analytical Introvert suspicion of salespeople is easily aroused, offering bonuses or incentives may convince him that you seriously want him as a customer. Use the "Limited offer" close to focus his attention on concluding business, instead of on your possible motives.

THE "VICE PRESIDENT" CLOSE.

This closing strategy is effective when the decisions necessary to make the sale are out of your hands. Be sure that someone with the right authority in your company is ready to receive your phone call. Then, at some point in the sale, call this

executive's office and introduce your physician and the situation, and have your physician speak with your superior. Take notes while they discuss the situation. When the physician is through, have him review the points agreed upon.

The "Vice President" close can be particularly effective with Dr. Analytical Introvert, especially if he is making demands that you cannot meet. By allowing him to speak with someone in power, you will convey to him that you are taking his requests seriously and doing all you can to get him what he wants. This strategy will appeal to his need to have more control of the situation and will prevent any negative feelings he has toward you personally.