360-Degree Physician Selling Model – The Wave of the Future

A 360 Degree Selling Model provides a competitive advantage in today’s marketplace. Having a 360-degree view of physician wants is something every pharmaceutical company would love to have.

Today’s physicians are busier than ever and need to see more patients than before to make the same income. Physicians have told us in numerous surveys that they prefer to deal with pharmaceutical sales representatives that know their needs and provide solutions to their problems. They welcome reps that are knowledgeable not only about pharmaceutical products, but also disease management and the challenges that physicians face in their practices today.

To meet this challenge a 360-degree sales model is needed to enhance the sales reps product and disease management training. While many reps pride themselves in being customer focused and asking many questions, physicians often don’t find this to be valuable, but in many instances time consuming. Physicians further indicate that they appreciate sales reps that respect their time, which is all the more reason to use a 360-degree selling approach.

With a 360-degree selling model, reps have prior knowledge of their doctor’s needs, wants, and challenges, and are able to cut to the chase, and provide solutions. These reps are able to focus on the features and benefits that are of most importance to the physician.

The 360-degree selling model allows reps prior to the sales call to know what objections to expect from each physician and how to address them. Lastly, no sale is complete without a “close,” a 360-degree selling model provides the rep with the best closing techniques for each physician.
All of this may seem too good to believe, but it is available now and with our 360 Degree Selling Consultant©, an unparalleled web based sales force effectiveness tool that provides pharmaceutical sales representatives a 360-degree view of each physician.

Physician profiles are evaluated on four levels: practice, motivational, prescription, and personal.

The 360 Degree Selling Consultant© matches up sales rep profiles with physician profiles. The end result is a premium 360-Degree Sales Strategy Report that provides sales reps with a customized sales strategy for each physician. Every report is unique, and explains physician likes and dislikes, anticipated objections and responses, most pertinent features and benefits, and two recommended closing techniques. The report also contains the best relationship selling techniques that should be used with each physician.

The report enhances the sales rep knowledge of the physician, and when combined with existing company product and scientific training, provides a significant competitive advantage.

You can try a FREE sample of the 360 Degree Selling Consultant© for yourself by visiting our website at www.salescallplanners.com, click on the flashing icon and complete the self-analysis, and physician analysis, then submit. You be the judge.