



PHARMACEUTICAL SALES TRAINING

The pharmaceutical industry has unique training needs that are not always shared by other sales organizations. Pharmaceutical sales representatives are expected to demonstrate knowledge beyond the product and the competitor: most representatives are also required to possess an in depth understanding of the disease state, concomitant conditions, and possible disease complications. Representatives are usually trained through product knowledge testing and role-playing.

Pharmaceutical companies tend to focus on product knowledge and selling skills training for new hires and for new products. Many pharmaceutical companies have extensive training for new hires and new products and less emphasis on training tenured representatives and managers.

Pharmaceutical representatives usually work regionally and do not have central offices, so training logistics may be challenging. Changes in the medical markets and challenges in the pharmaceutical industry have led to a need to have well trained, highly competent representatives. The time that the customer is able to spend with pharmaceutical representatives has steadily declined over the past 10 years. Representatives have less time with their customers and the time spent must be impactful to remain competitive. Understanding the process by which customers, usually physicians, make decisions can give a representative a significant advantage in customer interactions.

Companies that involve the customer in a non-product related teaching role elevate the representatives' knowledge of the disease state and understanding of the customer.

Structured training of tenured representatives and managers help keep companies competitive in an ever-changing market.

Industry resources for pharmaceutical sales training are vast and varied. Finding the resources that best address your organizations' learning needs is vital to driving the organizations' strategic objectives.

Many pharmaceutical sales organizations have had to reduce internal training resources due to unpredictable market conditions and product challenges. People are the most valuable resource to a sales organization. Providing appropriate learning opportunities and linking training to coaching and sustainability become even more important in challenging market environments.

- Do you need to offer training to tenured representatives or managers? RightHands Resources will assess your learning needs and work with you to develop individual learning opportunities or a structured learning curriculum.



- Do your representatives need to understand the customer decision process better? RightHands Resources will arrange for customers to assume a teaching role following a structured, organized learning criterion.
- Do you need to provide a learning opportunity for a national or regional sales meeting? RightHands Resources will arrange the training event, create the pre and post training correspondence, and develop sustainability tools as an adjunct to the training.
- Do you need to provide regional training for your sales teams? RightHands Resources will work with you to develop a regional training curriculum, deliver an analysis of the resources that best fit your training needs, and arrange the training events.
- Do you need learning modules, interactive learning resources, e-learning, or distance learning for product knowledge, disease state knowledge and selling skills? RightHands Resources will work with you to assess your learning needs and align the appropriate training modality.
- Do you need to provide learning opportunities for senior management or executive leadership? RightHands Resources will work with you to assess your learning needs and arrange preceptorships with top medical centers and universities.

**CONTACT RIGHTHANDS RESOURCES TO HELP
YOU MEET YOUR LEARNING OBJECTIVES.**