



Negotiating in the Pharmacy

Target Audience

- Pharmaceutical Representatives

You Will Learn

- **Modules**
 - **Building a client focused approach**
 - Defining representative the role of the pharmaceutical
 - Understanding the client
 - Driving revenue
 - Creating added value for the client
 - Preparing your visit
 - Defining an goal
 - Using the SWOT technique
 - **Driving a sale in a pharmacy**
 - Effectiveness in the sale in a pharmacy
 - Understanding the key steps of the sale in a pharmacy
 - Knowing how to ask good questions
 - Using client oriented arguments
 - Handling difficulties
 - Evaluating your performance
 - Closing
 - **Being client oriented**
 - Building added value in your offer:
 - Having the necessary tools for value creation
 - Entry marketing/ Exit Marketing
 - Creating value with associated services
 - Adapting communication techniques during the sale
 - Knowing the buyer profiles
 - Optimizing one's behavior





Negotiating in the Pharmacy

- **Modules (cont.)**
 - **Developing Sell out**
 - How to stimulate the pharmacy?
 - Training and motivating the pharmacy staff
 - Getting the consumer's attention
 - How to establish an efficient pharmacy
 - Choosing the assortment of products
 - Merchandising drivers
 - Price management
 - Special offers
 - **Stimulating Sell-In**
 - An ideal visit:
 - Positioning the laboratory as a "preferred provider"
 - Arguing "value creation"
 - Key factors for the success of the visit
 - Evaluating your effectiveness
 - Measuring the economic and relationship-building effectiveness of your actions

Training Methodology

Two days of instruction with:

- Sketches/ case studies for each module
- Keys and specifics to negotiation
- Integrating the buyer's preparation for improved performance
- Driving the negotiation and reinforcing one's impact
- Adapting communication to the buyer
- Decoding the buyer's tactics
- Understanding buyer profiles
- Optimizing one's behavior