



New Techniques on How to deal with Commercial Objections

Target Audience

- Pharmaceutical representatives
- Medical representatives

You Will Learn

Three new methods to treat commercial objections:

1. The DNA method (Dig Neutralize Argue)

- **Dig**
 - Listen with interest
 - Avoid opposition
 - Consider and clarify
- **Neutralize**
 - Respond appropriately
- **Argue**
 - Follow-on to resume dialogue

2. The DESC method

- **Describe** the facts
- **Expressing** feelings
- Propose **Solutions**
- **Conclude** positively

2. The assertiveness method

- 100% Assertiveness
- Broken Record
- Counterpoint
- Globalization
- Alternative by the worst
- Invert the figure
- Humor / Derision
- Proverb / Maxim
- Provocation



Training Methodology

- One day of instruction with theoretical sequences and practical simulation workshops.